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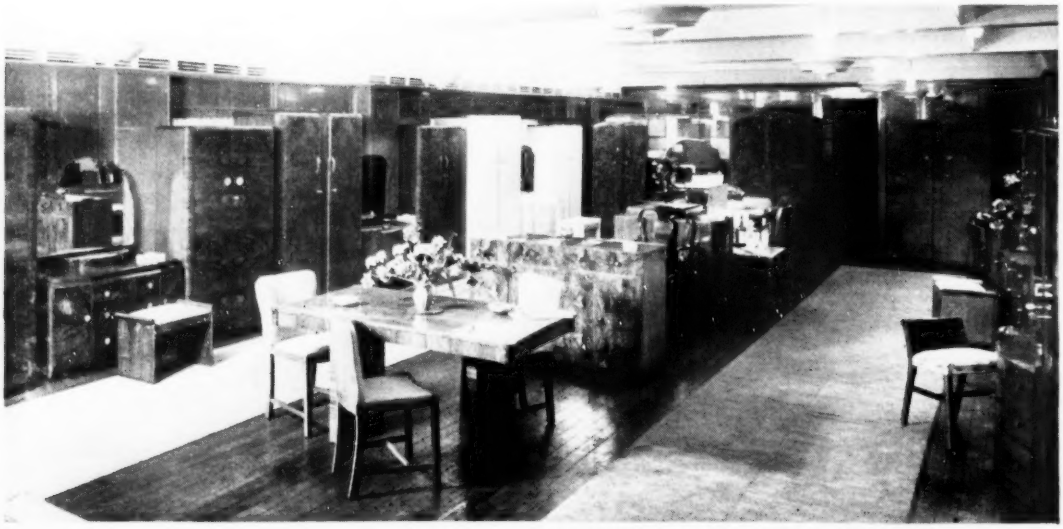

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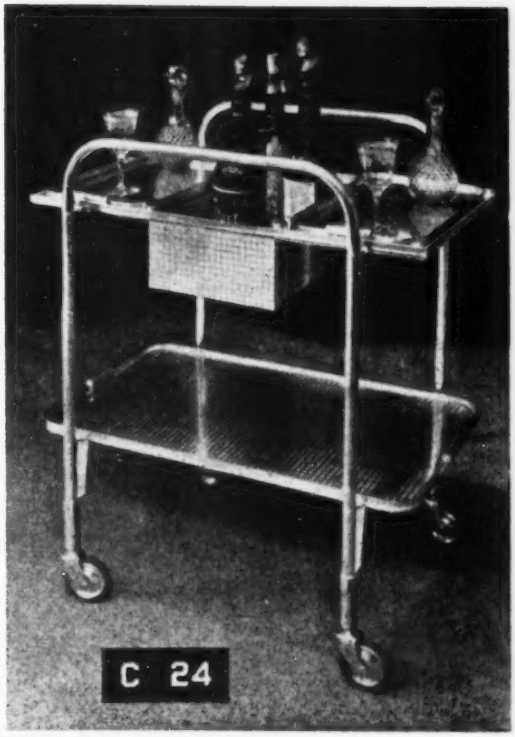

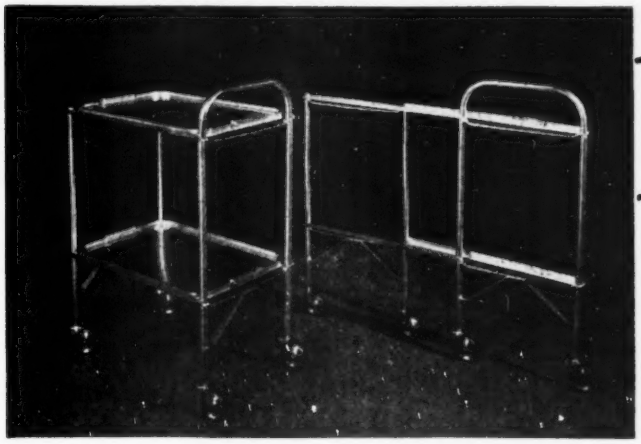

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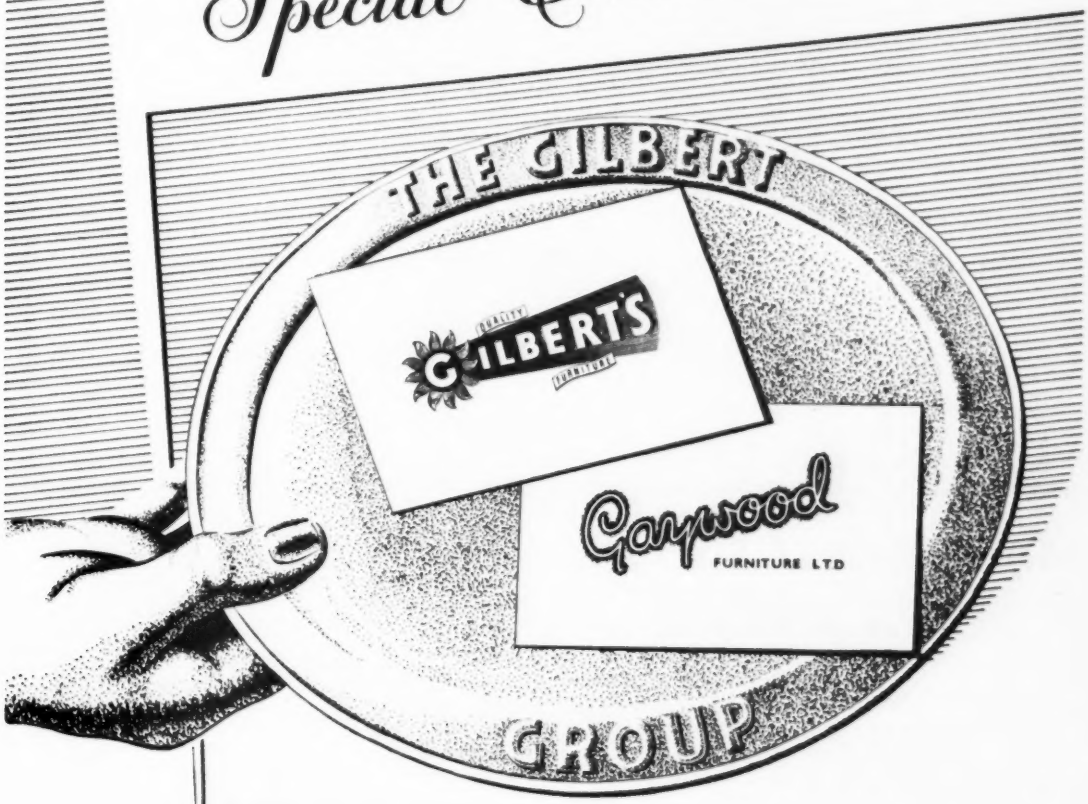

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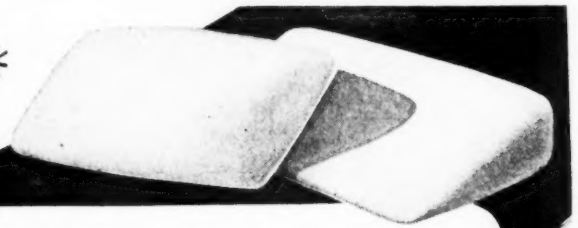

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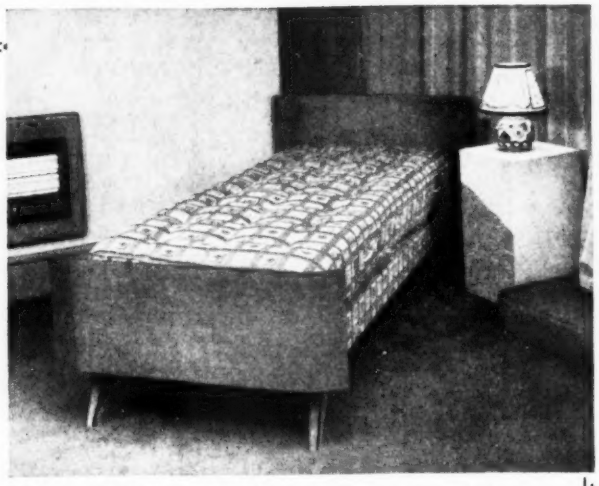

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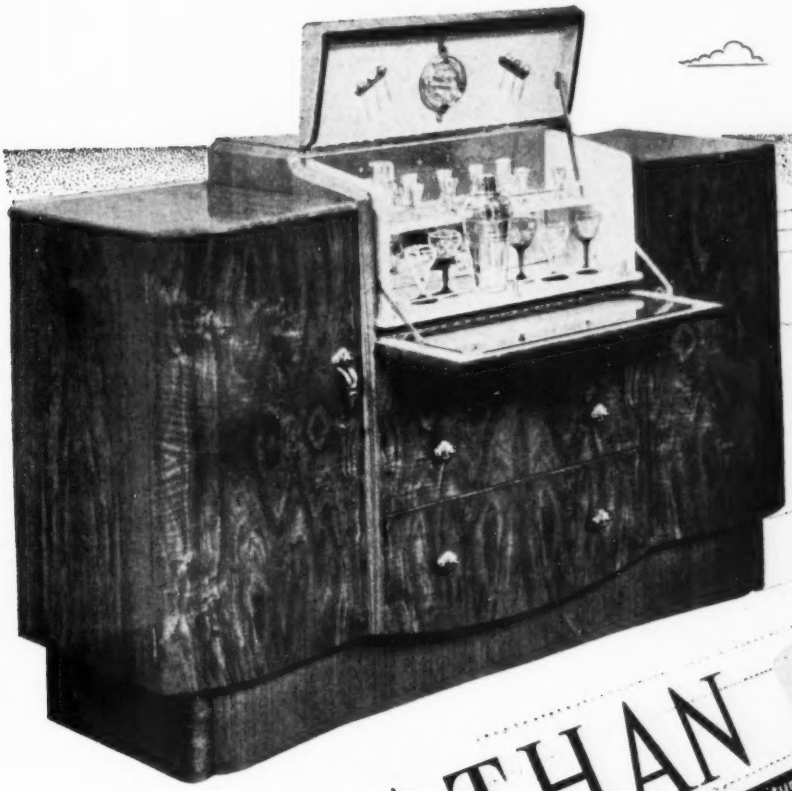

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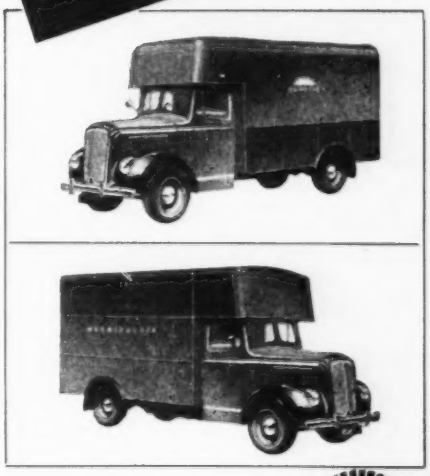

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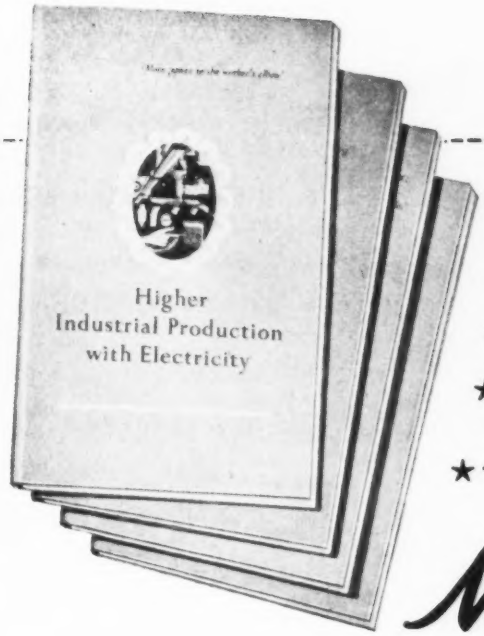

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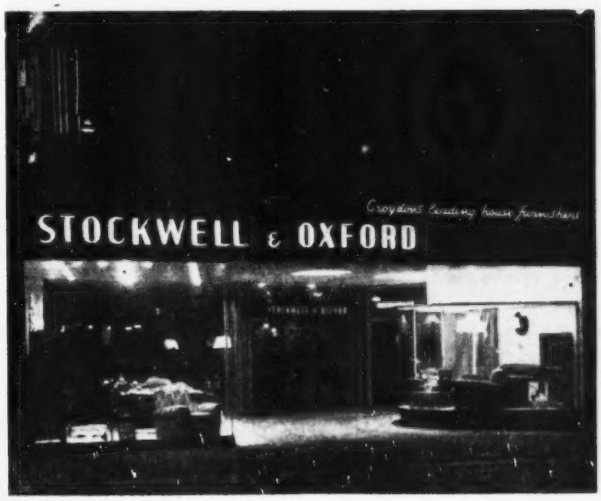

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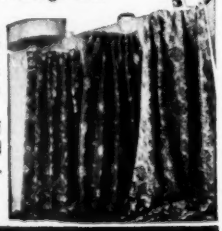

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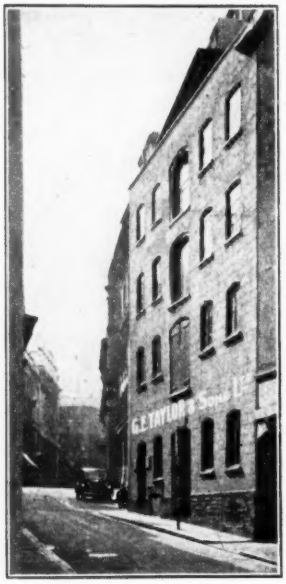

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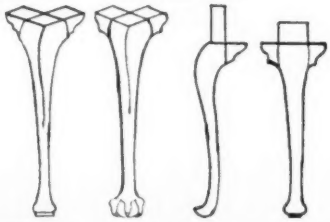

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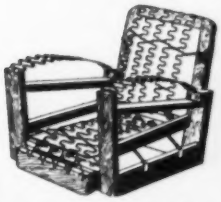

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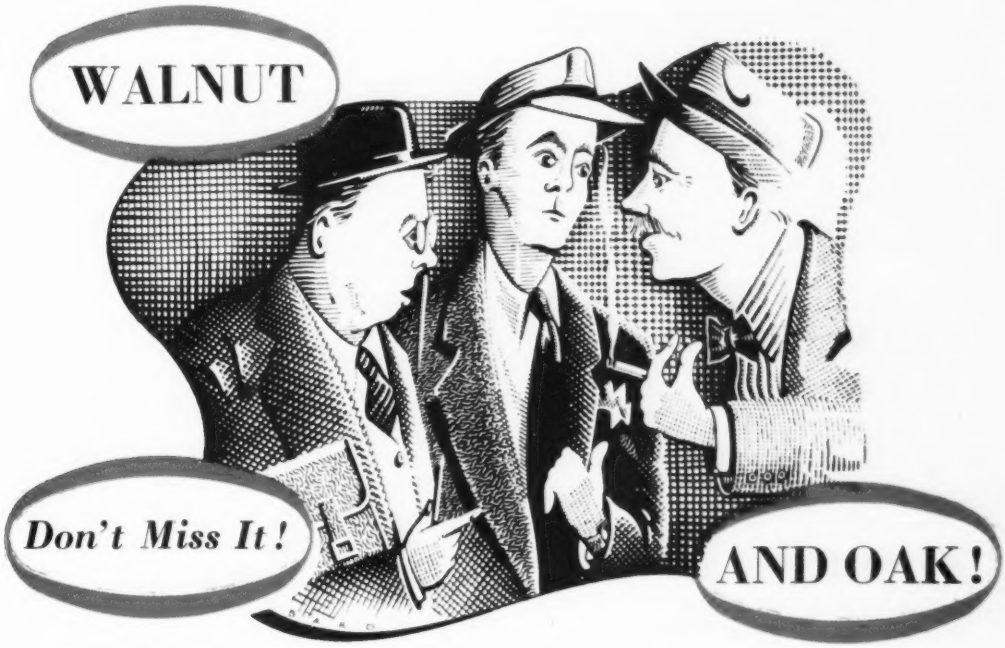

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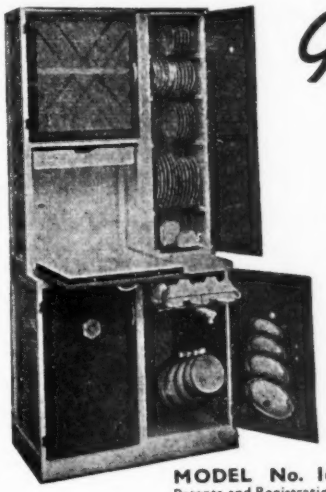

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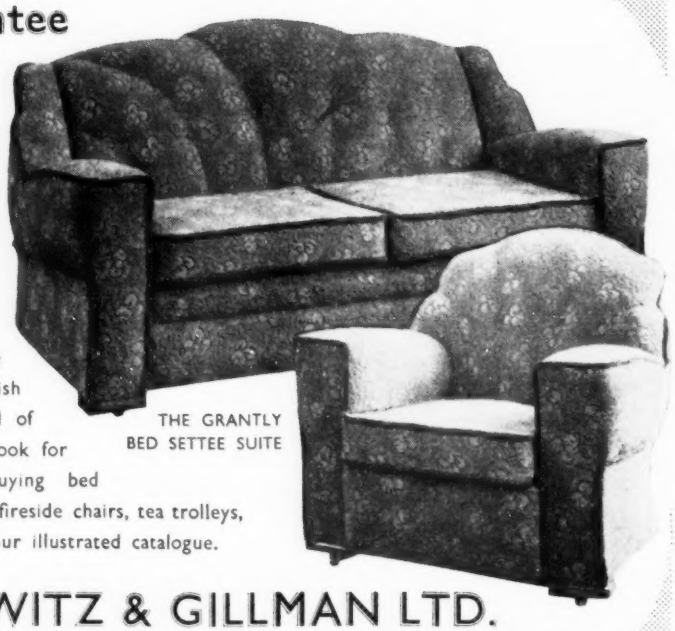

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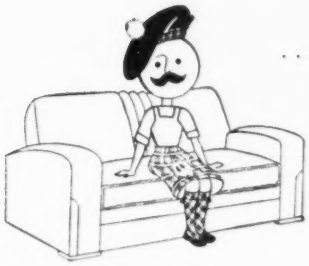

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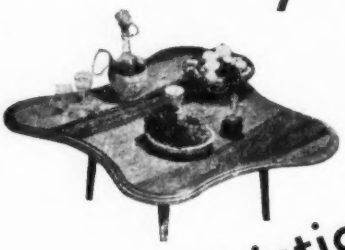

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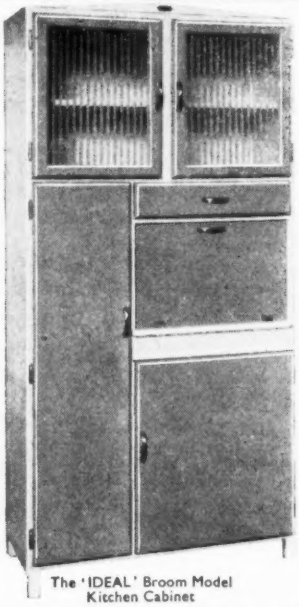

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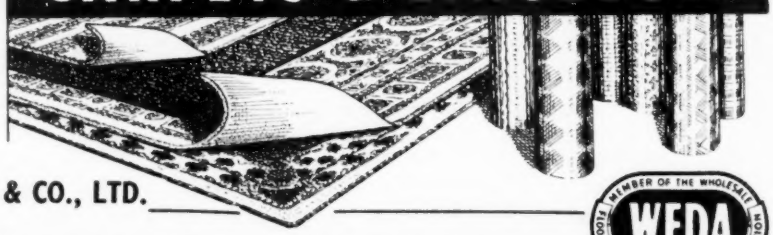

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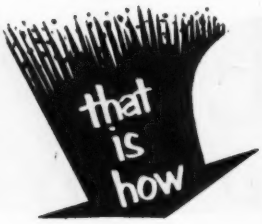

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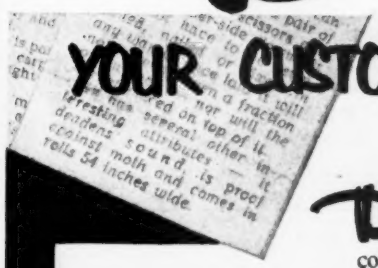

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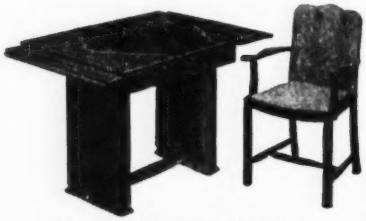
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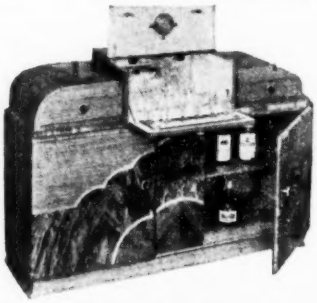
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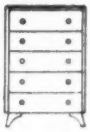

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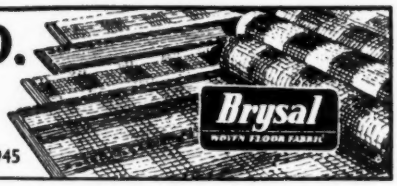

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of the legal profession is that "what is inconsistent and contrary to reason is not allowed by law." Being reasonable people ourselves we most heartily subscribe to that dictum, and we require no law to remind us so to be. In our transactions with our customers we consistently endeavour to see things from their point of view, and to ensure their satisfaction before that of our own. 'Tis for that reason that the friendly relations that have been engendered through some 60 years are flawless, for they are founded upon good will and are, therefore, mutually advantageous.

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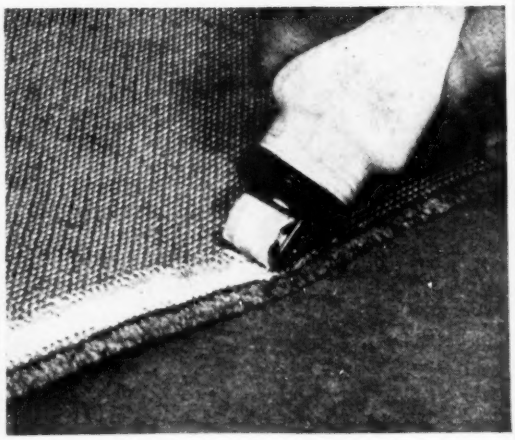

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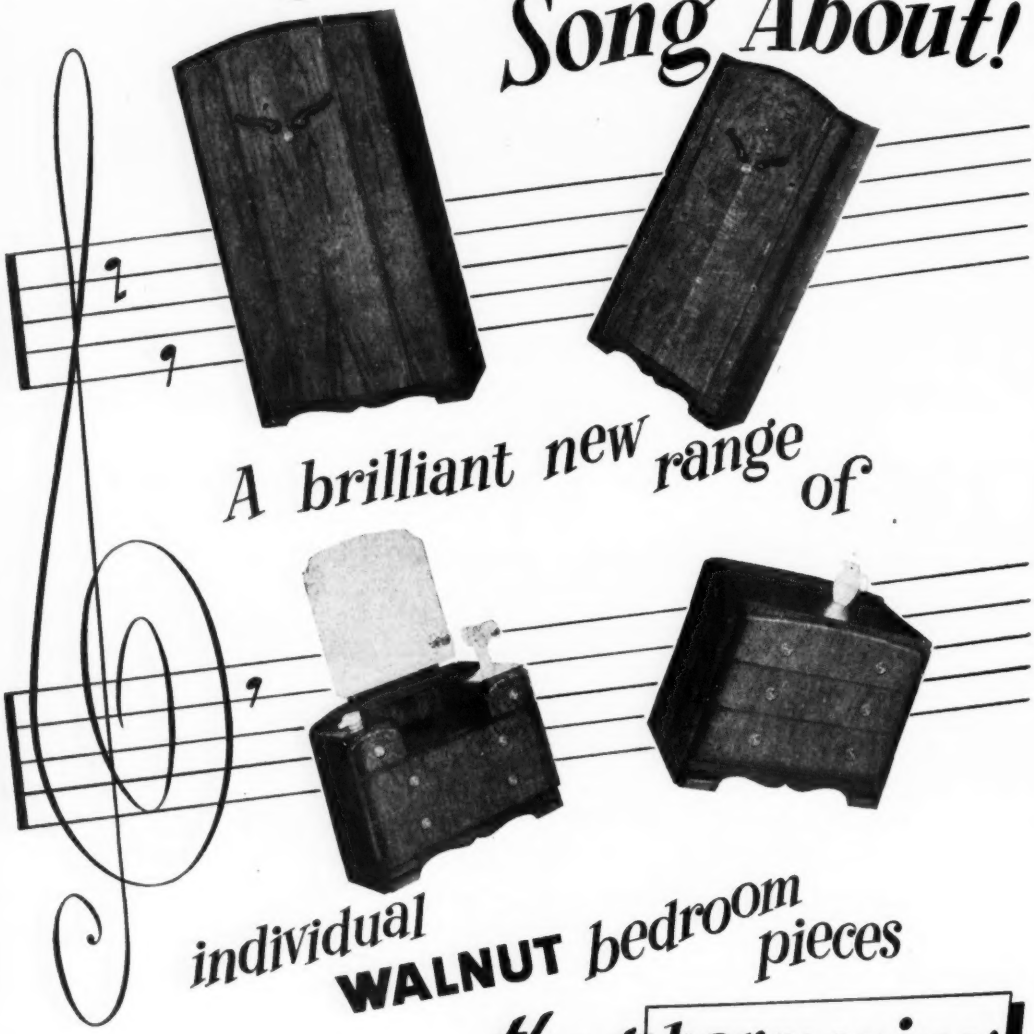

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August 21, 1953

John Lewis's Sell Buckley's

Harrogate Store Bought By Busby's

THE departmental store of Buckley's of Parliament Street, Harrogate, is to be purchased by Busby's (Bradford), Ltd., Manningham Lane, Bradford.

Buckley's, one of the largest stores in Harrogate, is at present a member of the John Lewis Partnership. It has large furnishing departments.

Mr. G. C. Busby, managing director of Busby's, states there will be as few changes as possible in both staff and services at Buckley's, and it is expected that the change of ownership will take place about the middle of September.

Busby's is a "family business," so that the sale has created considerable interest. When the business is taken over it is intended to introduce the "suggestions and complaints box" to the Harrogate store, which has proved such a great success at Bradford.

£2m. Bid For Rylands & Sons

THE directors of Rylands & Sons, Ltd., the Manchester furnishing fabric manufacturers, have announced that they have received a conditional offer for the £2m. Ordinary stock of the company.

No details of the prospective buyers were disclosed, but it was stated that the price offered was "above the level at which dealings are to-day taking place in the market."

The board advised stockholders not to sell their holdings but to await a further communication from the company.

At the same time with the usual notice declaring an interim dividend of 3 per cent on the £1 m. Preference stock, it was announced that consideration of payment of a dividend on the Ordinary stock had been deferred until the results of the year's trading had been ascertained.

Chairman of the company is Sir Edward Rhodes.

Union Pickets Against Late Closing

FOR the past 14 weeks pickets from the Doncaster branch of the Shop Assistants' Union have been parading outside Sheard Binnington & Co., Ltd., the Doncaster furnishers.

The picketing is a protest against the company's decision to remain open until 8 p.m. on Fridays.

The local union branch has also asked Doncaster Labour Party to do what it can to introduce a new bye-law to prevent shops from opening after 6 p.m.

London Co-op. Appoint Dry Goods Chief

THE appointment is announced of Mr. Leslie Walter Shepherd to the new position of merchandise controller (dry goods sections) of the London Co-op.

Under the executive direction of Mr. E. J. Argent, general manager, he will control twenty departmental stores, department branches, single shops, and buyers in furnishing and other sections, with an annual trade exceeding six million pounds.

Following war service as Major, Royal Engineers, Mr. Shepherd was promoted to the new position of management trainee and, subsequently, appointed to senior administrative assistant (dry goods section).

He has been closely connected with the development and intensification of the Co-operative dry goods trade.

He operates from the Dry Goods Buying Offices, 32 Bruton Street, Mayfair.

SPRING WORKERS CALL OFF STRIKE

EMPLOYEES of Crosby Spring Interiors, Ltd., St. Helens, who have been on strike since July 23, held a meeting last week and decided to return to work.

As reported last week this unofficial strike arose over the dismissal of a motor driver a short time ago.

Before the strike was called off, 100 of the 350 workers involved had already returned to work.

Eight employees were informed that there was no suitable position available for them.

Draft Standard Issued For Bedstead Ends

A REVISED draft of the British Standard for bedstead ends is now in circulation for comment by the trade and technical interests concerned.

Any views on this draft standard should be sent to the British Standards Institution, 2 Park Street, London, W.1, by August 29.

While it is not certain that this draft will go forward without alteration, the British Standards Institution hope that when the comments are reviewed in September substantial agreement will be reached.

In that event publication of the standard should be possible during October; and some later date, convenient to the industry, could then be fixed for the actual Kite-marking of bedstead ends to begin.

The upholstery standard, which is to be the next in this series, is making good progress, but it is too early yet to say when a draft will be ready for circulation.

The draft standard for bedstead ends is fully illustrated with diagrams of apparatus for conducting performance tests.

Section one of the draft deals with definitions and moisture content which is to be not less than 10 p.c. and not more than 16 p.c. at the time of assembly. It also deals with faults in materials and specifies the qualities of materials and fillings to be used.

Section two covers the performance tests; the apparatus is described in an appendix.

Up to three pairs of bedstead ends are to be selected at random for testing. Should one of these fail to pass the tests, the inspector may select as many additional pairs as are necessary, within reasonable limits, to satisfy himself of the manufacturer's normal standards of production.

When tests are being made on prototypes, one pair of bedstead ends shall be tested, and this will be required to comply with the standard.

The tests are a downward loading test, an endurance test, tests of components and a panel deflection test.

The draft standard concludes with an appendix describing the testing apparatus.

Pendleburys to Carry On in Wooden Huts?

WIGAN Town Council held a special meeting last week to consider a proposal concerning the future of Pendlebury & Co., Ltd., a subsidiary of Debenhams, London, whose store in Standishgate, Wigan, was completely destroyed by fire recently.

The firm asked for permission to carry on their business in temporary wooden huts to be built on spare land in Crompton Street, in close proximity to the gutted store.

The Council decided to appoint a sub-committee to meet the chief executives of Debenhams.

Would You Believe It?

INCREDIBLE as it may seem, someone in Glasgow "lost" a 22 ft. by 15 ft. wool-backed Axminster carpet while travelling by rail.

The carpet, estimated value £150, turned up among the lots last week at an auction in the city of railway lost property.

Fabric Sales in Markets Worry Retailers

SALES of furnishing fabrics from market stalls in Lancashire cotton towns show an upward trend. While most stallholders tend to sell merchandise in the lower price brackets, retailers with shop premises are becoming increasingly concerned about this growing competition.

Bolton has 153 stalls in the covered section of its Ashburner Street Market and 68 stalls in its open section. The Corporation Markets Committee could let more if the space were available.

At Bury local shopkeepers are angered by the Corporation's decision to permit a third market day in the town—on Fridays, and traders elsewhere have been warned to be on their guard against an extension of the number of market days.

Special coach trips are being run for holidaymakers at Blackpool to the market at Fleetwood, ten miles away.

Co-op. Modernises

Cleckheaton Co-op. is modernising and improving its furniture store, to secure more customer facilities and better display.

Deaths in the Trade

Mr. J. R. Badcock

THE death is announced of Mr. J. R. Badcock, chairman of directors of William Badcock & Sons, furnishers, Newton Abbot. He was 72. Mr. Badcock was a member of Newton Abbot U.D.C. and a prominent member of the local Chamber of Commerce. The business was founded by his father.

* * *

Mr. A. Biddiscombe

WE regret to report that Mr. Arthur Biddiscombe, partner in Biddiscombe Bros., furnishers, Old Taunton Road, Bridgwater, died suddenly at his home, 37 Fernleigh Avenue, Bridgwater, last week. He was 56.

* * *

Mr. J. B. Boldry

A FURNISHER in business in Staveley, Derbyshire, for some 40 years until his retirement two years ago, Mr. James B. Boldry, of The Willows, Norbriggs, Staveley, has died at the age of 76.

Special Trains Take Jute To Kidderminster

A TIME-SAVING freight service which materially assists Kidderminster carpet production schedules is being operated by British Railways between the jute town of Dundee and the carpet centre.

Each Friday night a special freight train composed entirely of vans containing jute leaves Dundee West Station. The average number of vans on each train is 35, carrying 180 tons of jute, and is available for unloading at destination regularly each Monday morning.

Regular Deliveries

This co-operation in co-ordinating despatches of traffic in bulk ensures direct transport by special train, which is mutually advantageous by the reduction gained in the transit time occupied on the 400-mile journey, and the regularity with which deliveries are maintained.

Time is saved by the direct service working which makes it possible to avoid delays at intermediate marshalling yards en route.

Normally, small consignments of traffic would require to await forward connectional services. The consistent availability of the traffic at the destination point assists consignees in the advance planning of production schedules.

New C.O.I.D. Courses For Sales and Buying Staffs

5-Day Schools for Furnishings

DURING October, the Council of Industrial Design will be holding two residential courses on furniture and soft furnishings for buying and selling staff at Attingham Park, Shrewsbury.

The success of previous courses show that retail staff find them an excellent opportunity for increasing their knowledge and discussing current problems with other members of the trade.

The first course, from Monday, October 5, to Friday, October 9, will be devoted to soft furnishings.

Lectures will cover the history and design of soft furnishing fabrics; carpet design and manufacture; the retailer's responsibility; changing tastes in the home; home furnishings; and the use of light in room planning.

The speakers will include. R. O. Ackerley, M.I.E.E., F.I.E.S., lighting consultant; S. L. Bowles, director, John Bowles & Co., Ltd., Brighton; John Mellor, M.S.I.A., chief stylist, Carpet Trades, Ltd., Kidderminster; Paul Reilly, chief information officer, C.O.I.D.; and Miss Jean Stewart, retail officer, C.O.I.D.

The second course, from Monday, October 12, to Friday, October 16, will be on furniture, and will include lectures on the history, manufacture and design of furniture; trends in contemporary furniture design; the problems of the furniture industry; the design and manufacture of upholstery; home furnishing; and the retailer's responsibility.

Well-known Furniture Men As Speakers

Among the speakers will be: Edward Pinto, managing director of Compactom, Ltd.; David Pye, A.R.I.B.A., furniture designer and tutor at the Royal College of Art, Dennis Young, A.R.C.A., M.S.I.A., furniture designer and lecturer at the Camberwell School of Arts and Crafts, Gordon Russell, director of the C.O.I.D., Miss Jean Stewart, and Alec Gardiner-Medwin, industrial officer, C.O.I.D.

Films and film strips will be shown during the courses and there will be a small exhibition of furniture selected from "Design Review" and of fabrics to illustrate the lectures. Programmes for both courses may be obtained from the C.O.I.D.

Retailers wishing to enrol their staff for the courses are invited to apply to Miss Jean Stewart, Retail Officer, C.O.I.D., Tilbury House, Petty France, London, S.W.1, stating which course they wish to attend. Accommodation is limited and applications will be accepted in the order received. The inclusive charge per head for each course is £7 7s.

Knock-down Furniture Wanted in Cairo

AN inquiry from Cairo has been received by De Clermont & Donner, Ltd., 3 and 4 Crooked Lane, King William Street, London, E.C.4, for quotations for furniture of modern and contemporary design, capable of being knocked down to save shipping charges.

Furniture Man Left £17,000

MR. J. N. PORRITT of Flanshaw Lane, Wakefield, master cabinet-maker, chairman of the former firm of Thomas Porritt's Sons, Ltd., wholesale furniture manufacturers, Bank Top, Dewsbury, Yorkshire, left £17,397; net personalty £17,344; duty paid £1,728.

Furnishing Improvements At Lincoln Store

Mr. P. Harvey is the firm's furniture buyer. He is pictured on the left.

LATEST development by Mawer & Collingham, Ltd., departmental store, High Street, Lincoln, includes the opening of a much-enlarged carpet showroom on the second floor, adjoining the linoleum and soft furnishings departments which have been redecorated.

The firm have also extended the household linen, furnishing, ironmongery, china and glassware sections on ground level.

Mr. H. R. Tipping, assistant general manager, told a *World* reporter that plans to be carried out in the near future will result in the modernisation and resiting of certain ground-floor sections, and this will provide space for the transfer and enlargement of the soft furnishings department to an improved position affording better display facilities, when it is hoped to develop the furniture department on the second floor.

Windows in Mint Street will also be improved to marry-up with the store's modern frontage in the High Street.

Mr. G. Bishop, floorcoverings and soft furnishings buyer, said the expansion of the carpet showroom has proved very successful, and has certainly promoted customer-interest to a new high level.

In the enlarged carpet showroom at Mawer & Collingham, Ltd., are (right) Mr. G. Bishop, floorcoverings and soft furnishings buyer, and Mr. N. Elsom, first sales. ("World" picture.)

Buyer of furniture, furnishing ironmongery, china and glassware is Mr. P. Harvey, who has seen 5½ years' service with the store. Household linens are bought by Mrs. P. Harpur.

Established in 1810, this business continues as a private family enterprise. Dr. D. H. Collingham, chairman, is a direct descendant of the founder.

Rugs With a Background of Tradition

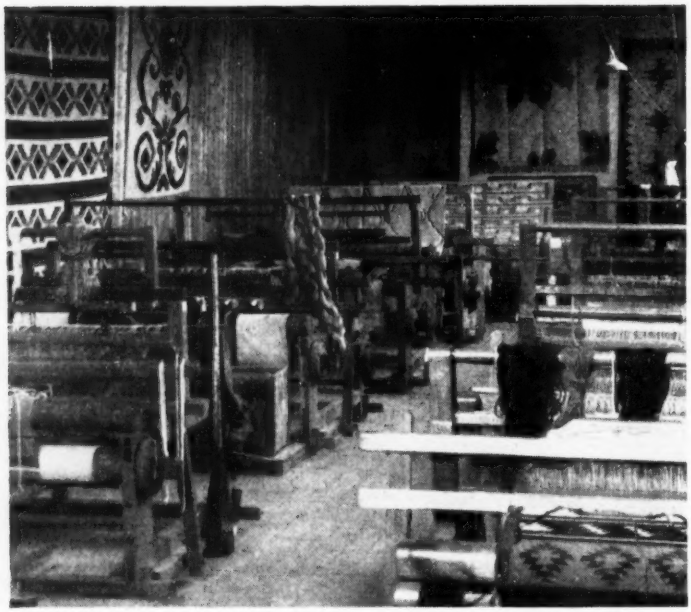
TRADITIONAL national crafts play an important part in furnishing, and since the war several have been brought to Britain from other countries, in the same way that many industries were first brought here years ago during troubled times.

Norwegian rugs woven on exactly the same type of hand-loom used in Scandinavia are now being produced in North London by British workers in the employ of a Norwegian, Mr. M. Lacey. With his wife, who came to England last Christmas, Mr. Lacey runs M. L. Norwegian Weavers, at 7b Beyham Street, London, N.W.1, employing several girls, each of whom can turn out four rugs a day after a short period of training.

These colourful rugs, made from wool and cotton rag, were part of the furnishings selected by the Council of Industrial Design for the show house at Hatfield featured in *Furnishing World* last week, and can be seen on pages 36 and 37 of that issue.

The firm concentrates on a dozen traditional Norwegian designs, the average size of the rugs produced being 27 in. wide by 54 in. long. The British girls who work the looms quickly memorise these designs after only a few weeks' training.

. . . and a Tradition from Poland



Traditional Polish and new contemporary carpet designs are produced on these hand looms in the old Hall Barn Works at West Mersea.

Another imported craft is that of the Polish "Kilim" designs based on floral motifs, and dancing figures in national costumes of the Carpathian mountains.

These, together with contemporary styles, are produced by S. J. Rybczyk, former Polish regular Army officer, who established a "Kilim" weaving factory in a picturesque old barn at West Mersea, Essex, after the end of the war. Together with Mr. Rybczyk are several of his comrades of the 2nd Polish Corps, which fought with the Eighth Army in Italy.

This firm produces rugs and carpets woven by craftsmen on looms built in its own workshops. The rugs contain at least 3¼ lb. of pure wool per square yard, are reversible, easily cleaned, and hard-wearing. They can be made in all sizes in any design and colour range.

The latest news of this enterprising organisation is that rugs from the West Mersea barn are being exhibited simultaneously at exhibitions in America, Canada, Southern Rhodesia, and Switzerland, and that exports have just started to four continents.

Big Rayon Campaign in Autumn

FOR the first time, a special showcard for furnishings is included in the free display material issued by the British Rayon and Synthetic Fibres Federation for their national rayon promotion campaign.

Breaking away from conventional themes, it shows—in full colour—an interior designed by Tage Werner "reflected" in a circular convex wall mirror.

Other display aids for the autumn promotion (which opens on September 7 and is backed by a strong national, local and women's magazine advertising programme) include oval showcards carrying the campaign slogan: "It's RAYON this year," and five 8 in. squares, each bearing one letter of the word "r a y o n," that may be built up in any number of ways like children's lettered bricks.

Also available is a new 20-page booklet, "A Salesman's Guide to Rayon," specially prepared for distribution to store staffs and telling them all they should know about the rayon fabrics they handle.

To simplify ordering for the retailer, display material is issued in three different packs. Designed for furnishings, Pack C includes five "mirror" showcards, five oval display cards, three sets of lettered squares and five training booklets.

The packs may be obtained, free of charge, on application to the British Rayon and Synthetic Fibres Federation, Hamilton House, 138 Piccadilly, London, W.1.

Ely Furnishers Get Big Contract Work

A REGAL colour scheme with 350 yards of super Wilton carpeting dyed to special shades of red to contrast with gold chairs and green stage curtains, have been designed by Blakes of Ely in a £1,000 contract for Ely Theatre Coronation refurnishing.

Blakes have recently carried out a number of public contracts including a major part of the furnishing of an old people's home at Exning for the East Suffolk County Council for £850, and the furnishing of a masonic hall and hotel dining-rooms with oak leather-seated nesting chairs for £350.

Left, Mr. R. M. Neale, joint managing director of Neale Bros. (Lincoln) Ltd.

More Eastern Counties Developments

Big Extensions At Two Neale Bros. Stores

LATEST developments by Neale Bros. (Lincoln), Ltd., High Street, Lincoln, include new offices, enlargement of the contemporary furniture department, and the opening of a new bedding showroom soon.

The new showroom, to be opened on the first floor of the branch premises at 29-31 The Strait, Lincoln, will cover an area 31 ft. by 16 ft., and will have an adjoining stock area. This additional display space will supplement the existing bedding shop on ground level.

The enlarged contemporary furniture department, also at these premises, provides illuminated displays in contemporary style.

New administration offices on the second floor of the High Street showrooms have been provided by the conversion of former stockrooms.

Mr. R. M. Neale, joint managing director, who conducts the Lincoln business, told a "*World*" reporter that other sections are to be developed following the creation of separate buyerships in the near future, but plans have not yet been finalised.

Mr. E. G. J. Spicer, manager and buying controller, joined the firm in 1938. He was previously furnishing manager and buyer at Bainbridges (Lincoln), Ltd.

Founded in 1917 by the late Mr. A. E. Neale and Mr. G. H. Neale, the company's present board of directors comprises also Mr. E. H. B. Neale (joint managing director, who is in charge of the firm's subsidiary concerns at Spalding and Louth), Mrs. E. G. Neale and Mrs. M. G. Bartlett.

with sections for bedroom suites, dining sets, fireside chairs, three-piece suites, nursery and occasional furniture.

A large bedding department has been opened on the first floor, and the second floor accommodates stockrooms.

Manager and buyer is Mr. E. Lilley, who in 1938 joined the firm of Neale Bros. (Lincoln), Ltd., and was recently transferred to the present store. Both concerns are subsidiary companies of Neale Bros. Holdings, Ltd.

The original business of Beardsall's was established in 1793.

Larger Displays for Furnishings

IMPROVEMENTS so far completed by F. Beardsall, Ltd., furnishers, Carolgate, Retford, Notts, have resulted in the conversion of small showrooms on ground and first floor into large display areas, and the introduction of a contemporary furniture section.

New layout provides for a "walk round" showroom on ground level,

New Branch for Modern Homes

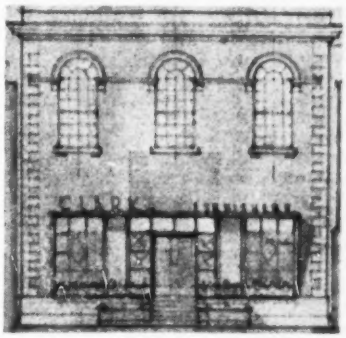
A BRANCH in Surbiton, Surrey, has been opened by Modern Homes (London), Ltd., the furnishers, whose head office is at 89 High Street, Tooting, S.W.17.

The firm specialise in hire-purchase trading. Buying will still be done from Tooting.

Furniture Workshop Gutted

LAST week an outbreak of fire at the premises of Ford's (Oakham), Ltd., furnishers, Church Street, Oakham, Rutland, resulted in the destruction of a second-storey workshop.

Police helped to clear the ground floor and first floor showrooms of furniture, bedding and carpets.



An artist's impression of the new showrooms of D. A. Clark & Son, which were formerly a chapel.

Mr. A. G. Clark (left), principal of D. A. Clark & Son, with Mr. R. Lillie, manager of the firm's head office showrooms. ("World" picture.)

Big Developments at Newark

OPENING of spacious showrooms in newly-bought premises in nearby Barnby Gate are included in large-scale development plans now in hand by D. A. Clark & Son, furnishers, 7-9a Balderton Gate, Newark-on-Trent, Notts.

The new showrooms, occupying a former chapel recently used as a restaurant, will have model furnished rooms on the ground floor and sections for bedroom suites, dining sets, upholstery, occasional pieces and contemporary furniture. Upper floor is to be given over to bedding, and lower ground floor will be used as stockrooms.

At the firm's head office early reorganisation of the upper floor will provide a large carpet showroom, supplementing the existing carpet department on this level, and a new bedding section. Ground floor layout will present a general furniture display with an adjoining section for linoleum.

Mr. A. G. Clark, principal, who has been in the trade for 30 years, will continue to conduct the buying for this greatly expanded business, which was founded 32 years ago by his father, Mr. D. A. Clark, now retired. Mr. Clark told a *Furnishing World* reporter: "Additional property has been acquired at 14 Barnby Gate to be opened as a new nursery equipment centre when the adjoining furniture showrooms now under construction are ready for occupation."

Manager of the main showrooms is Mr. R. Lillie, who has completed five years' service with the firm. Mr. M. Statham is in charge of other branch showrooms at 64 Balderton Gate.

Viewpoint

DURING the last few months several letters have been received by this newspaper from manufacturers' representatives who were at loggerheads with their firm concerning their terms of employment. We have been asked to advise them and to say what is the custom of the trade.

The answer is that "custom of the trade" is not sufficient in these instances. Everything depends on the written terms of engagement—and where those terms are loosely or vaguely worded there is bound to be wrangling which can be resolved only by negotiation.

This is a most unsatisfactory position but one which is regrettably common in the furniture industry, particularly among smaller firms.

★★ For that reason an article published in this issue is of considerable importance. It sets out clearly some of the more important clauses that should be included in every representative's agreement.

It deals not only with general terms but with specific points that have caused a great deal of trouble in the past—such as repeat orders received after a representative's employment has ended; and whether commission should be paid on orders received, orders received and executed, or orders received, executed and paid for by the customer.

★★ We believe this article (while it does not pretend to be by any means exhaustive) will be of good service to many manufacturers who in the past have not realised that an agreement must be thoroughly "sewn up"; it should also help the representative who naturally wants his agreement to be foolproof and incapable of misinterpretation. We suggest that the article should be kept carefully for future reference.

Incentives for Diploma?

A QUESTION has been raised in the drapery trade which should be of interest to all furnishers who allow or persuade their staffs to enter for the N.A.R.F. Diploma.

It appears that some firms give incentives to members of their staffs who are awarded the National Retail Distribution Certificate of the textile industry. Harrods, for example, have for a long time operated a scheme whereby staff passing various trade examinations receive special rises in pay as an incentive to improving business education. For the textile certificate the rise works out at a total of £1 a week.

Other firms in the drapery trade, it seems, give successful students a higher status in the business, such as an underbuyership—while others are not in agreement with the giving of any incentive, believing that staff who secure the certificate will automatically be rewarded by being more qualified for promotion.

★★ There is something to be said for both sides of the argument. Frankly, we are not enamoured of the idea of giving cash increases in salary.

From our experience of the young men and women who attend the Summer School we believe that their ambitions are far higher than 10s. or £1 a week rises; we believe that they are undergoing voluntary business education with the object of being more useful members of the distribution trade and eventually rising, through their own efforts, to high managerial positions.

★★ The managing director of one London furnishing firm told us recently that members of his staff who had passed the N.A.R.F. Diploma had increased their sales—and thus their commissions—by 30 to 50 per cent, and were definitely earmarked for promotion.

That perhaps is one of the best incentives, and might be preferred to a rise in the weekly salary—at least in the furnishing trade. It would, however, be interesting to hear what other firms are doing to reward successful students.

Metal Garden Furniture Wanted in U.S.

THE British Consulate at St. Louis, Missouri, has reported that Butler-Kohaus, Inc. (Mr. Henry J. Butler), 2823 Olive Street, St. Louis, Missouri, are interested in receiving quotations for lead bird baths, lead garden statues and metal garden furniture.

Butler-Kohaus are reported to be well-established wholesale distributors of interior and exterior house decorations. They are considered to be a suitable connection for United Kingdom manufacturers and exporters.

Interested firms should communicate direct, by air mail, with the United States firm, sending catalogues and samples, giving an indication of delivery dates, and quoting c.i.f. dollar prices.

Firms deciding to submit quotations should send a copy of offers made, with enclosures, to the British Consulate, 1221 Locust Street, St. Louis, 3, Missouri, to enable the overseas officer to pursue the inquiry.

Firms should also notify the Export Services Branch of the Board of Trade of any action taken, quoting reference E.S.B./1010/53.

All inquiries by telephone should be made to CHAncery 4411, Extension 901.

Fire At Carpet Works

Halifax Fire Brigade was called to an outbreak of fire in a carpet manufacturing shed at John Crossley & Sons, Ltd., Dean Clough Mills, Halifax, during Thursday night of last week. The roof of the shed was severely burned and machinery damaged.

personally speaking...

NEWS OF PEOPLE YOU KNOW

I AM sure that his many friends will be sorry to hear that **A. J. Russell,** furniture buyer for the London Co-op., is again in the Middlesex Hospital suffering from high blood-pressure. Mr. Russell's illness is all the more unfortunate as he was to have been married on Saturday. The wedding has, of course, been postponed.

☆ ☆

A NOTE from J. J. Turner, Ltd., the furnishers of 71a Town Street, Armley, Leeds, 12, tells me that on September 5 **H. Whitaker,** who has been manager and latterly secretary of the business, will retire after 46 years' service.

☆ ☆

NEWLY-APPOINTED bedding buyer for Harrods is **A. T. C. Burt.**

☆ ☆

ASSISTANT buyer in the linen department at Kendal Milne & Co., Ltd., Manchester, is **T. Williams.**

☆ ☆

MY roving reporter tells me that following the recent purchase of the carpet business of G. W. Ford & Son (Newark), Ltd., 6 Market Place, Newark-on-Trent, Notts, by **J. Lowe,** now trading as J. Lowe, The Carpet House, Ltd., the ground and first floor showrooms have been reorganised and the second floor, formerly used as stockrooms, has been opened up as an additional display area. Mr. Lowe, who has been in the carpet trade for many years, was a partner in the former business which he has bought.

☆ ☆

I HEAR that **Mrs. J. O. Cave** has been promoted from under-buyer to buyer of nursery furniture for Bourne & Hollingsworth, Ltd.

Joins Luxury

Mr. J. D. Hilton who now represents Luxury Upholstery, Ltd., in the Midlands and S. Wales.

BECAUSE of the reorganisation of the structure of Fothergill & Harvey, Ltd., the woven fabric manufacturers, the Board has had under consideration certain proposals for co-ordinating its present varying activities, while at the same time giving the closest possible attention to long-term development. In view of these decisions, **C. G. C. Harvey,** the chairman, asked to be relieved of many of his day-to-day responsibilities in order that he should have more time to deal with matters of policy. It has therefore been decided to appoint **S. W. Livesey** as managing director, and he will take up his new duties on September 1.

☆ ☆

NOW acting as London representative of V. M. Millbourn & Sons (1946), Ltd., the High Wycombe furniture manufacturers, is **Leonard Brookes** of 18 Carlton Avenue, Southgate, N.14. Telephone LAB 2268.

☆ ☆

A DIRECTOR of Parker Knoll, Ltd., **C. H. Jourdan** has been elected deputy-chairman of the company. **D. J. Kitching** has become a director.

☆ ☆

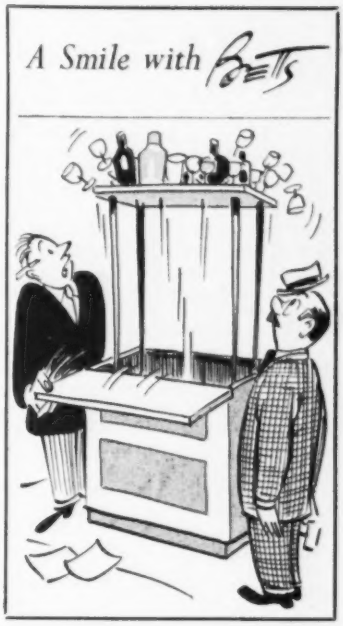
THE rubber and gutta percha manufacturing firm of Sheath Brothers, 87 City Road, London, E.C.1, has been joined by **W. F. Phillips** who was, until his recent resignation, London manager and a director of G. & W. Purser, Ltd., 15 Grenville Street, E.C.1.

☆ ☆

AFTER nineteen years' service with Lintafelt, Ltd., **B. M. Chesney** has given up his appointment with the company as London area representative to devote his attention to his own trade agency, L. W. Chesney, Ltd. **G. R. Phillips,** late of Mitcham Hair & Fibre Mills, Ltd., has been appointed as successor to Mr. Chesney and takes up his duties immediately.

☆ ☆

THE retirement is announced of **David Levin,** one of the partners in the firm of L. Levin & Sons, furniture manufacturers, 14 Shore Street, Glasgow. The business is being continued by **Leon, Barnet, Samuel** and **Solomon Levin.**



NEW manager of the Torquay Co-op.'s furnishing department is **W. Bush,** who was formerly with the Grantham Society.

☆ ☆

WHEN I reported the appointment of **Arthur Simmonds** to be technical representative of Stenners of Tiverton in their North-Eastern territory last week, I gave his address as 19 Boundary Street, Leeds. This is wrong, Mr. Simmonds lives at 19 Boundary Street, Rochdale.

☆ ☆

CONGRATULATIONS to **Thomas Bowell,** of 18 Oxford Road, Cowley, Oxford, who has recently celebrated his golden wedding anniversary. Mr. Bowell, who is aged seventy-seven, worked for Dobson & Bing the well-known furnishers, of 33 St. Giles, Oxford, for many years.

☆ ☆

A LEGACY of £100 to the "first young lady I went out with" was left by **William E. Sullivan,** a director of John Barker & Co., Kensington, to Miss Nellie Taylor, who once lived in Gayhurst Road, Dalston. In his will he said: "She created a big impression on my life (she may not know it) about 1904." Mr. Sullivan, who started with John Barker as an assistant in the hardware and furnishing departments, left £19,269.

Nomad

RETAIL SELLING PLANS

18 Points on Training Retail Staffs

Creating Greater Selling Skill

HERE are some extracts from an address recently made to retail executives by Gladys Burlton, head of the Burlton Institute of Training, and formerly Selfridges' Staff Controller and Director of Education.

The address entitled "New Ideas for Staff Training," given at the invitation of the Industrial Welfare Society, has been printed in booklet form and is obtainable from The Burlton Institute, 30 Manchester Street, London, W.1.

(1) "The aim of training is becoming clearer: its aim is to create an efficient staff. There is a lot of vague and woolly training up and down the country, but it is beginning to be realised that a training scheme should be designed to reach specific objectives, in answer to clearly recognised needs."

(2) "A training scheme for sellers should be closely related to the seller's function—which is to sell. It should advance one thing above all else—salesmanship, the craft of making it easy and enjoyable for people to buy what they want to buy. Training is meaningless if it does not impart to sales people the attitudes, information and skills which will secure this objective."

(3) "For selling staff a background knowledge of technical facts becomes cogent only when it is made to serve the practical purpose of salesmanship. The essentials for a seller are stock knowledge and selling skill."

(4) "Where is our selling skill? A recent survey gives a disquieting picture. It finds that assistants play a negative role, that they do not welcome their customers, that if they haven't what is asked for they say so with alacrity and close the subject. They show no curiosity about their customers' wishes and tastes and don't discuss the points of their goods or demonstrate them properly. They don't help the customer to decide on the best for the purpose because they have no interest in what that purpose might be. Nor do they attempt to influence the customer in favour of better goods or suggest additional purchases."

(5) "*When a commission is paid on sales it is commonly earned not by the assistant but by the customer who has worked so hard to be allowed to buy!*"

(6) "In the same shop, in the same department, behind the same counter, the customer will find varying standards of service. But nothing points more clearly to a lack of training than these wide divergencies in selling efficiency. It means that if an assistant is not a so-called 'born salesman' there is little chance of his becoming a salesman at all."

(7) "Much of what passes as training is a joke. I have seen many programmes consisting of instructions to new assistants on how to make out a sales bill, rules about cloakrooms and canteens, something about the firm's history, a little pep talk on politeness, an occasional technical lecture from a manufacturer and an isolated stunt or two. Nothing whatever about what to sell or how to sell it!"

(8) For a shop, the bull's-eye of the training target should be the counter—those two feet of space and opportunity that should unite, but too often separate, the goods and the customers for whom they are intended."

(9) "The best visual aids for the study of salesmanship are the goods themselves, which indeed cannot be studied too much or too often."

(10) "Millions of pounds of potential sales must be lost annually at the counter (hopefully called the point of sale) because so many assistants (hopefully so-called) are not trained to sell."

(11) "The fundamental reason for our nationally low standards of salesmanship is to be found at the top. Managements underestimate past belief the importance of good service and spend little or no time concentrating on how to get it from their staffs. There are some who, with no systematic training for their own assistants, are to be found advising on the training committees of their trade associations."

(12) "Perhaps the only sound way of ensuring the future of the training programme is to let the best young men and women in the business grow up to executive levels convinced of its value because of the benefits they themselves have received from it."

(13) "It is unrealistic to rely on economic interests as the main motive for getting work out of people—no human being works well when his emotional needs are unrecognised."

(14) "A man can no more be taught to sell by listening to a lecture or seeing a film about salesmanship than he can learn to play golf by those means. Once we accept the principle that knowledge and skill are usually in proportion to the amount of effort we spend in acquiring them we are bound to drop the old one-way-traffic type of teaching and make a habit of teaching by discussion."

(15) "Discussion-teaching pays dividends to the trainer, too, for the pooled wisdom of the selling staff, drawn from daily life, daily contact with customers, is invaluable to the trainer for his own refreshment."

(16) "A manager need not be a born teacher but potential training ability should be a requisite of any candidate for a managerial post."

(17) "In training managers to train their staffs you greatly improve their own standards without obviously setting out to do so."

(18) "It's a mistake to think that training is something for juniors. The seniors matter most, and if they are not included both they and the juniors will go backwards instead of forwards."

Song-Hit Sells More Rugs

SEASONAL promotions, cinema tie-ups, special "Weeks" have all helped furnishers to sell more goods. Now we have a tie-up with a recent song-hit, which has been used with great effect to increase rug sales.

While customers were humming the tune "How much is that doggie in the window?" an American floor-covering specialist installed a display featuring one large rug from Aldon Rug Mills, and in front of it a toy dalmatian dog. The slogan ran: "How much is that Aldon in the window?" and another showcard replied with price and dimensions. This novel promotion resulted in an immediate sharp increase in sales of the line displayed.

Course on Carpets

Four lectures in one morning is the programme for the sales training course, "Selling Carpets," to be held at the British Colour Council on August 27. The technique of selling, colour, design and wool sales points are all to be featured in this British Carpets Promotion Council course.

Ads-With-A-Laugh Can Win Customers

How Carpet Sales Soared After Cartoon Campaign

ALTHOUGH humorous advertising is frequently used with great success by large-scale manufacturers in many industries, it is rarely exploited by the furniture retailer. Yet if it is efficiently handled it can be one of the best ways of keeping a store's name before the public.

Humour makes a strong appeal to the British public of every age and class. This has been tried and proved in all advertising media from posters to screen and Press publicity, and when a particular commodity has become a household word all over the country it has nearly always been put across through advertising with a humorous twist.

If you can persuade your customers to laugh with you, you have gone a long way towards establishing a lasting friendship with them. Knowing your customers and being in touch with everything happening in your area also means that you can turn to good advertising use many local events.

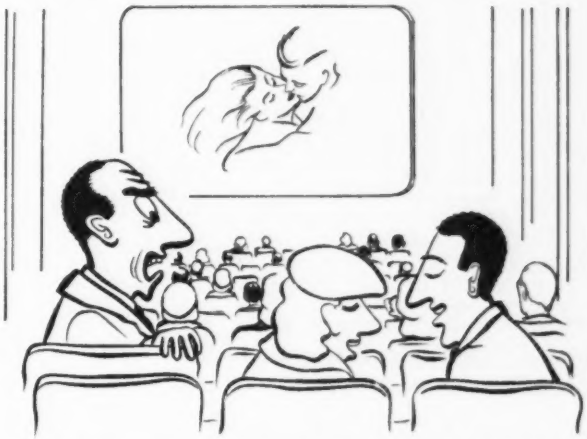
Campaign for New Branch

A humorous advertising campaign which recently met with marked success was one conducted by A. Shapero, Ltd., Sheffield floor-covering specialists. Mr. P. C. Sanders, the director responsible for publicity, decided that laughter-raisers were the best means of interesting the public in the firm, in readiness for the opening of a new branch in King Street.

For three months before the branch opened a humorous advertisement appeared each week in the local Press, stressing the value and popularity of the firm's carpets, and exploiting a number of amusing domestic situations.

Many customers remarked on the cartoons when in the firm's other two shops, and apart from the occasional critic all their remarks were appreciative. A proof of the interest aroused by the series was given by the number of customers who came into the various branches after advertisements ceased, to ask what had happened to the cartoons.

What particularly appealed to many customers was the local flavour of some of the jokes. When a police regulation came out forbidding the parking of cars in certain streets,



"Why don't you stop chattering about Shapero carpets?"

"Couldn't face his wife. He spilt ink on the new Shapero carpet."

Shapero's cartoon advertisement that week was based on this piece of news. When the holiday season started, the cartoonist again turned this to good advertising use.

American Retail Methods

This technique of friendly, humorous advertising is frequently used by American retailers. One example carried out by a Seattle firm offering part-exchange allowances for suites recently featured a shabby living-room group. A small boy bounced on the settee's sagging springs, while the family cat gleefully plucked holes in the upholstery. The advertisement contained no prices or details of furniture, and the copy was brief and to the point. The caption read: "$75 for this?" and the copy replied: "Yes! We will give you up

(continued over page)

Make an ALLY of Television!

A COMPLAINT frequently made by retail furnishers is that the goods they sell have to face severe competition from other calls on the public's purse, and that one of their strongest rivals is the television set.

Furnishers who have felt discouraged at the proportion of income spent on entertainment will be interested to learn of the beneficial effect television is having on the soft furnishing departments in America.

A recent report from the National Cotton Council, Tennessee, says that since television became widespread in 1947 the amount of cotton going into home furnishings items sold to the public in the United States has increased by almost 15 per cent annually. According to the report, television is responsible for reversing the "unfavourable trend for home furnishings which began with the advent of popular priced automobiles. People are spending more time in their homes, and they are doing more entertaining."

Display Angle

In this report lies a practical idea for the display department. A television set could be made the centrepiece of a window devoted to soft furnishings — curtain fabrics and material for loose covers. The display slogan, designed to attract the housewife's attention, could read: "With TV—Every House a Show House," and smaller cards could stress the fact that television has a way of attracting friends, relatives and even casual "droppers-in" to viewers' homes. With increased home entertaining it is a matter of pride with the housewife that her furnishings could compare favourably with those of her neighbours.

Press Advertising

The same approach could be used in Press advertising, posing the question: "How does your Home appear to your Friends?" It could be suggested that if the family budget does not stretch to replacement of larger pieces, a new rug or curtains, or freshly made loose covers to disguise a shabby suite, can work wonders with a room. Another approach is one designed for parents of teenagers, advising a tonic for tired rooms, arguing that young people are very sensitive about what their friends think of their homes, and that a way of keeping them at home is to give them bright and cheerful surroundings, to which they will be pleased to invite their friends for television parties.

Quoting Actual Prices in Room Sizes Sells Carpets

A RECENT successful promotion at an American seven-branch home furnishings store has been the management's policy of quoting carpet prices in room sizes, and window displays feature fitted carpets with showcards giving the cost of covering average domestic rooms—9 x 12, 11 x 12 and 12 x 12 feet.

The store have found that the room sizes mentioned above are typical for homes in their area, and in advertising and window displays they stick to these three average sizes, rather than confuse customers with a large list of prices and sizes. In the advertisement copy the firm points out: "If your rooms are larger you save proportionately."

Another reason for the success of the promotion is that the store's branches quote a price inclusive of rubber under-padding and installation.

The floorcoverings buyer reports that this method of pricing appeals particularly to young people budgeting for a new home, who are not afraid to come into the store because of ignorance and fear of high-priced extras, and can come to buy with a pre-determined amount that they are willing to spend for the carpeting.

Animated Display

A SIMPLE but clever idea has been drawing the attention of Maidenhead shoppers to curtain material displayed in a window of McIlroys, Ltd.

A cardboard figure of a newspaper vendor, with a wide-open mouth, is mounted on a stand which sways to and fro. A placard nearby says simply: "Special!" The effect is that of a real newspaper boy moving to and fro, shouting the news and turns people's eyes to the curtain material nearby, which is a special line selling at only 3s. 11d. a yard.

Campaign By Cartoons

(from previous page)

to that figure as a trade-in allowance on your old settee and chair. We don't care if the springs are flying out, we don't care if the kitten has used the arm to sharpen its claws, we don't care if all the kids in the neighbourhood have played 'pogo' on it or how tattered, patched and worn it may be, it's worth something to us. Stop in to-day, select a glamorous new living room suite. Let us give you up to $75 for your old one . . . we'll even deliver your new set, place it just where you want it and haul your old one away . . . free."

Almost every one of the many customers who came in as a result of the advertisement mentioned the ad. and had an amusing comment to make about her own shabby suite.

Another publicity idea which has paid dividends in face of heavy competition is a four-episode "backyard Western" devised by a Denver furnisher, while a soft-furnishing chain has a whimsical cartoon printed on all paper carriers in which fabrics are packaged.

Strip Characters Succeed

Whatever individual opinions may be as to their value there is no doubt that the comic strip-cartoon is here to stay. Apart from its popularity with cinema audiences, nearly every national newspaper has used strips to build up circulations.

Strips quickly get a hold on their readers if the stories are simple and down-to-earth, especially if they are told in serial form to hold the interest over from one day or week to another.

There is plenty of opportunity afforded by this technique to the enterprising furnisher. A cartoon series of advertisements amusingly built round the adventures of a family furnishing their home could be the basis of the campaign, and the characters forming the cartoon family could be publicised in all sorts of ways in the store itself. This could be done by means of showcards and other material. The family could comprise father, mother, young son and teenage daughter, or where the store has a nursery-furniture department a baby or toddler could be included.

Another advantage in having a family of this type identified with the store is that the same characters could figure in screen advertising whenever the store takes space at local cinemas.

How Representatives Should Be Engaged

Some Pitfalls in Agreements

IN a recent issue of its fortnightly "News Letter" the London and South-Eastern Furniture Manufacturers' Association published an article giving advice to members on some aspects of the terms of engagement of commercial travellers.

Furnishing World felt that the information contained in the article would be of value to its readers and the L.F.M. has readily agreed to allow the article to be published in this newspaper. Some modifications have, however, been made by the L.F.M. to make the article of more general application than the original one which was directed only to manufacturers.

The L.F.M. points out that difficulties arise chiefly in the case of those travellers who are engaged wholly or mainly on a commission basis. The arrangements which exist between the firm and the traveller are usually looseiy recorded either in correspondence at the time of engagement or a combination of such correspondence and oral arrangements made at an interview.

The first thing to stress is that a contract of employment and/or agency does exist wherever a traveller is in fact engaged by a firm, even though no formal contract has been signed.

It is advisable, however, that right from the start the terms upon which a traveller is engaged should be set out clearly.

Although it is sufficient if this is done in the form of an exchange of letters, where the terms are in the least bit complicated or detailed, legal advice should be obtained in drafting them.

No difficulty usually arises about the commencement of the engagement and it is quite customary for a starting date to be specified, the terms of commission payable, any allowance for expenses or retainer, and the area included in the traveller's "ground."

What is, however, often omitted is a provision for termination of the engagement, and it is of the utmost importance to provide clearly from the start the terms upon which the contract is to come to an end.

Thus, agreement should be reached on the period of notice and where a traveller is paid on a commission basis, it should be made clear that commission ceases with the termination of employment.

A satisfactory form of words would be that "during the course of your engagement, you will receive commission on all goods supplied to customers you introduce" (alternatively the last few words might be "all orders received from your ground," or whatever other terms are arranged).

The important thing is that commission should be payable during the period of engagement so that there should be no subsequent wrangle about the extent to which a traveller, after termination of the engagement, is entitled to commission on repeat orders.

It is usually the intention to pay commission on orders received, executed and paid for. The following are three typical arrangements:—

(a) Commission payable on all orders received.

(b) Commission payable on all orders received and executed.

(c) Commission payable on all orders received, executed and paid for by the customer.

Whatever arrangement is made it should be clearly recorded from the start and if method **(a)** or **(b)** is adopted and it is the intention to debit unexecuted orders or bad debts, this should be stipulated.

It is also necessary to specify when the commission will be paid, e.g., "on the 10th of the month following the delivery of the goods."

The firm may also wish to reserve the right to reject an order if it thinks fit and not be liable for commission in such an event.

It should also be made clear whether commission is payable on all orders received from the ground or only on orders from customers introduced by the traveller and if there are any "house accounts" on which commission is not payable or upon which a reduced rate is payable this must be agreed and clearly recorded.

As indicated, the above refers only to some aspects of the terms of engagement of commercial travellers and is only a small selection from the many considerations which arise.

They have been selected by the L.F.M. as a result of the matters upon which enquiries have been made from the Association and they have invited their members to communicate with them on any other problems which may arise.

Mr. A. Godfrey, L.F.M. secretary, was the author of this article.

Lewis's New G.M. at Liverpool

THE general managership of the Liverpool store of Lewis's, Ltd., is being given up by Mr. Frederick Hope who is to become a director of S. Reece & Sons, Ltd., a catering firm which is a subsidiary of Lewis's.

Educated at Durham University, where he took the degree of B.Comm., Mr. Hope joined Lewis's under the University Trainee Scheme in 1923. He served in the Manchester, Birmingham and Liverpool stores and was assistant general manager in Liverpool, when in 1938 he transferred to the Hanley store as general manager.

He came back to Liverpool as general manager in 1941, the year the store was badly damaged by enemy bombs.

The new G.M. of the Liverpool store will be Mr. E. Johnstone, general manager of Lewis's Royal Polytechnic, Glasgow, a position he took over two years ago after having been buying controller at Lewis's central buying office in London.

Mr. Johnstone has been with Lewis's about 20 years. In 1938 he became assistant general manager of the Glasgow store.

After six years in the Forces he returned to Glasgow as assistant general manager, and in 1948 transferred to the Manchester store in a similar capacity.

Two years later he went to the central buying office in London as buying controller.

New Radio and Television Service for Furnishers

A NEW company, Banner Radio & Television, Ltd., have made available a new range of radio and TV receivers which will be of especial interest to the furnishing trade because it is backed by a country-wide installation and maintenance service that relieves retailers of all after-sales responsibility.

The sets, which Banner are offering at competitive prices, have already been proved in practice throughout the country, and the range comprises 12 in. and 16 in. TV table models, a 16 in. TV console, 5-valve table radio, a 5-valve table auto-radiogram and a corresponding console model.

Full particulars of the sets, trade terms, and maintenance service can be obtained from Banner Radio & Television, Ltd., Langley Park, Slough, Bucks.

Buyers' Guide To Plastics Materials

A NEW "Buyers' Guide to Plastics Materials" has been published by the British Plastics Federation to help home and overseas buyers generally.

Whilst not exhaustive, this 44-page octavo booklet is claimed to cover all the more important plastics materials produced in Great Britain.

Each of the 17 sections has a note of the more important uses of the material concerned, the names and addresses of the member-firms supplying it, and the trade names used. All are indexed separately for easy reference.

The guide is obtainable from the British Plastics Federation, 47-48 Piccadilly, London, W.1, price 2s., post free (on application from trade representatives).

New Trade Mark For Hubbersgilt

THE trade mark of A. Hubbersgilt, Ltd., Progress Works, Eastern Avenue, Romford, Essex, has been changed from "Record Production" to "Hubbinet Furniture."

The firm will shortly have showcards available showing the new trade mark.

Eamonn Andrews to Open Contemporary Show To-day

THE well-known B.B.C. sports commentator, Eamonn Andrews, who is chairman of the popular TV programme "What's My Line," has agreed to open the C.O.I.D. touring exhibition of contemporary furnishings when it visits Derby, from August 21 to September 4.

The opening will be at 2.30 p.m. on Friday, August 21, at The Cinderella Room, Churchill House, Derby.

Hope & Wild (Furnishers), Ltd., of Queen Anne Rooms, The Wardwick, Derby, are sponsoring the exhibition's visit.

Merseyside F.T.B.A.'s Programme

MERSEYSIDE Area F.T.B.A. will hold the annual general meeting at George Henry Lee & Co.'s restaurant, Liverpool, on September 3.

The A.G.M. will be preceded by a hot-pot supper, and after the conclusion of the business there will be entertainment. Tickets for the hot-pot are 5s. 6d. each.

The annual dinner and ball will be held at the Exchange Hotel, Liverpool, on October 7.

At the last meeting of the Area Committee it was agreed to arrange the annual golf tournament for June 2 next, at Hillside Golf Club.

The Ladies' Committee will hold its first whist drive of the season at G. H. Lee & Co.'s restaurant on September 1.

Arrangements have been completed for a river cruise on the vessel "Royal Iris" on September 8.

The Ladies' Committee has also organised a stop watch competition, the prize being a gold wristlet watch value 40 guineas.

Designers to Visit Furniture Firm

A VISIT to the factory of Bath Cabinet Makers, Ltd., to see the production of furniture and the planning of some decoration schemes will be a feature of the 10th Designers' Conference arranged by the British Colour Council, which will be held at Bath from October 5 to 8.

Sir Ernest Goodale, C.B.E., M.C., president of the Council, will be chairman of an "Any Questions" session on October 6.

New Nursery Furniture Shop

A new nursery furnishing shop is to be opened on August 25 at 1109 Finchley Road, Temple Fortune, N.W.11, by Rita, nursery furnishers and drapers, 2a Colin Parade, Colindale, N.W.9. Principal and buyer is Mrs. E. Shulman.

Stockroom Dates

EXELOAK, LTD. August 24 to 28, at St. Enoch Hotel, **GLASGOW.** Mr. J. Bobroff and Mr. A. Tait in attendance. Also at Imperial Hotel, **BIRMINGHAM.** Mr. J. Lewis in attendance.

• • •

JARMAN & PLATT, LTD. August 24 to 27, at Royal Hotel, **CARDIFF.** Mr. H. Ashton and Mr. H. W. Platt in attendance.

• • •

WM. LAWRENCE & CO., LTD. August 24 to 28, at Stag and Pheasant Hotel, **LEICESTER.** Mr. A. Morley in attendance. Also at Market Hotel, **BIRMINGHAM.** Mr. R. D. Meanley in attendance. Also at Methodist Central Hall, **CHESTER.** Mr. S. H. Shaw in attendance

• • •

M. MORRIS CABINET MAKERS, LTD. August 25 to 28, at Grand Hotel, **SHEFFIELD.** Mr. Black and Mr. J. Morris in attendance.

• • •

PARSLOW FURNITURE, LTD. August 24 to 28, at Grand Hotel, **HANLEY.**

• • •

SKLAN (HEIRLOOM FURNITURE), LTD. August 24 to 27, at Royal Hotel, **CARDIFF.** Mr H. A. Ashton in attendance. Also display at Millis Works, Old Ford Road, **LONDON, E.3,** from August 25 to September 3.

• • •

STAG CABINET CO., LTD. August 25 to 29, at Grosvenor Hotel, **MANCHESTER.**

• • •

Joint stockroom by M. STEPHANY, LTD., M. MORRIS CABINET MAKERS, LTD., and A. HUBBERGILT, LTD. August 24 to 28, at Milton Hall, 244 Deansgate, **MANCHESTER.** Mr. Alec. Morris, Mr. D. A. Jones and Mr. A. G. Hutchings in attendance.

"World" Service Bureau

Some Enquiries Answered

8987.—Clip-on plastic arm chair trays.
8988.—Clean second-hand mattresses and beds (sale of).
8989.—Under-bed wardrobes.
8990.—Advice on commission schemes.
8991.—School chairs.
8992.—Loom commode chairs.
*8993.—Adjustable-height kitchen stools.
8994.—Folding-flap kitchen tables.
8995.—"Teasmade" tea sets.
*8996.—"Freeway" kitchenettes.
8997.—Children's extending beds.
8998.—Gate-leg table with ironing board centre.
8999.—"Atomic" draught strips.
9000.—Formica-top table/chair kitchen set.
9001.—"Heal" tables.
9002.—Mahogany bedroom suites.
9003.—"G-Plan" furniture.
9004.—Floor protectors.
9005.—Bureau-bookcases.
9006.—Heavily carved dining sets.
9007.—Rocker chair.
9008.—P.T. scheme for foreign visitors.
9009.—Advice on starting new business.
9010.—Hire purchase forms.
9011.—E.G. furniture.
9012.—"Quickway" bed-settees.
*9013.—KX5 dual nesting chair.
9014.—Charles II chair.
9015.—"Sandown" chairs.
9016.—G. & L. Machinery address.
9017.—"Modern Age" furniture.
9018.—G-Plan furniture.
9019.—Cheap oak beds in large quantities.
9020—Plastic venetian blinds.
9021.—2 ft. wardrobes in the white.
9022.—Flexion tables.

*Means unanswered. Can any reader help?

Catalogue Comes To Life

THE "Symphony of Sleep" brochure, produced by W. Leet & Son, Ltd., the makers of "Sunresta" bedding, for consumer distribution, has proved a great success with the public.

Now the brochure comes to life, because it is thought by W. Leet & Son that their retail trade friends might like to examine, compare and assess the merits of the divans and mattresses composing the "Symphony" by seeing them grouped together in one showroom.

They have therefore arranged to hold an exhibition of the models described and illustrated in the "Symphony of Sleep" at the Mostyn Hotel, Bryanstone Street, W.1, from September 14 to 25, opening at 10 a.m. daily. All members of the retail trade and their buyers are invited.

In this hospitable atmosphere, Leet & Son will answer questions and discuss their sales promotion plans for the different localities.

Latest News from the Makers

TABLES bearing gay and colourful designs inlaid in the "Warerite" plastic tops are a feature of the bars at the new Scullards Restaurant, Southampton. Counters are similarly decorated.

The designs show floral groups, galleons in full sail, and so on. As they are introduced during the manufacture of the plastic, they are effectively permanent and are stain and heat proof.

The tables were made by a High Wycombe firm.

Special New Headrest for Televiewers

A NEW line now being produced and called the "Dohlah" headrest is specially designed for the use of television viewers, book readers, hospital patients, and so on.

Filled with kapok and covered in glazed chintz, the headrest is obtainable in various patterns or plain colours to suit individual room furnishing schemes. Retail price is 18s. 9d., subject to usual trade discount. Manufacturers are Grace Wagstaff, 2 Third Floor, Northwood Hall, Hornsey Lane, Highgate, N.6.

This headrest is already stocked by Selfridges and by John Lewis of Oxford Street, London.

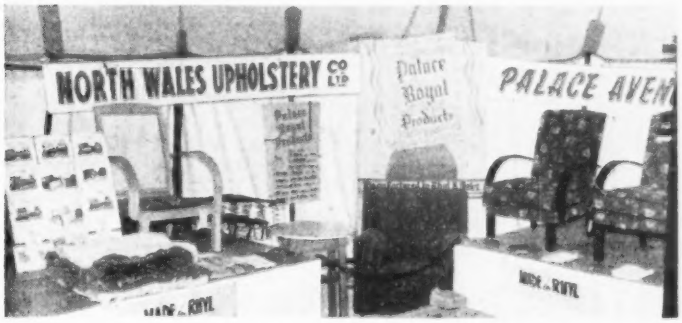
Adjustable Seat Suspension

A NEW type of seat suspension has and called the "Dohlah" head-Co., Ltd., High Wycombe, which is adjustable to provide maximum comfort according to weight.

A range of the Hemway fireside chairs incorporating this new idea is

now on the market and is retailing from approximately £9, according to finish and cover.

The design is registered and patent pending.



This was the exhibit of the North Wales Upholstery Co., Ltd., Rhyl, in the trade marquee at the Welsh National Eisteddfod. The firm devoted one side of their exhibit to the making-up of their fireside chairs and showed the raw materials and timber which go into their construction.

CITY NEWS • CITY NEWS • CITY NEWS • CITY NEWS • CITY N

Trading Results

£344,000 For Beautility

TO March 31 last net trading profit of **Beautility Furniture** is £344,518 (£370,380). Net profit is £105,198 (£125,530) after deducting directors' remuneration £37,096 (£31,781), depreciation £42,198 (£42,185), tax £159,764 (£170,674), including E.P.L. £20,000 (£9,000), auditors' fees £262 (£210). To general reserves £50,000 (£30,000), stock contingencies nil (£40,000), tax equalisation reserve nil (£10,750), dividend 40 per cent as previously announced forward £104,587 (£87,233). Current assets are £1,052,503 (£1,091,339). Current liabilities are £451,852 (£534,520). Revenue reserves £439,587 (£372,233), capital reserves £125,179 (same). Chairman stated that during current year company had again a substantial programme of capital expenditure.

Ridings' Stores Result

FOR **Ridings' Stores** the consolidated trading profit, etc., to March 31 last, is £130,861 (£128,446). Net profit remaining is £48,562 (£45,005) after deduction of directors' and auditors' remuneration and depreciation £10,783 (£14,449) and tax £71,516 (£68,992). Dividend announced is 30 per cent (same). Group current assets are £283,971 (£286,529) comprising stock, work in progress, debtors, prepayments and cash. Hire purchase and instalment accounts, less reserve for unmatured profits, come to £486,697 (£536,383). Current liabilities are £486,780 (£494,316).

Bambergers' Dividend Up

ORDINARY distribution of **Bambergers** (timber and plywood) is being raised by 5 per cent, with dividend 17½ per cent and bonus 2½ per cent for year ended March 31 last (payment for previous year was dividend 15 per cent). The group profit for the year actually declined from £437,154 to £395,683, but taxation charged was less and, after adding various credits, net balance rose to £197,435 from £122,910.

Change of Name

Sleeper Products, Ltd., 103 Park Street, W.1. Name changed to Pullman Spring Filled (Sales) Company, Ltd.

The Gazette

THE BANKRUPTCY ACTS 1914 and 1926

Bankruptcy Proceedings

Cissie **Weinberg** (known as Cissie **Winston**), 468 Bearwood Road, Smethwick, Staffs, nursery furniture dealer. Receiving Order and Order of Adjudication August 6.

THE COMPANIES ACTS

First Meeting of Creditors

Bernardout & Co. Ltd., 214 Bishopsgate, London, E.C.2, formerly 4 Ormond Yard, Jermyn Street, London, S.W.1, dealers in carpets. First meeting of creditors August 20 at Inveresk House, 346 Strand, London, W.C.2.

Notice of Intended Dividend

Rack (Furniture) Ltd., 384-6 Hackney Road, London, E.C.2, furniture dealers. No. 00962 of 1951. Claims August 27 to John Bennett Rubens, 18 Maddox Street, London, W.1.

(Established 1877)

LEOPOLD FARMER & SONS

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COMPANIES' WINDING UP

F. & L. Reproduction Co. Ltd., Chapel Lane, Sands, High Wycombe, Bucks.

At the first meeting of creditors under compulsory liquidation, Mr. G. F. Morris, Official Receiver, reported that winding-up order was made on July 20.

Company was incorporated on March 4, 1949, with nominal capital £1,000, increased in April, 1950, to £2,000. The directors were: Philip Frye and Peter Anthony Leyton (formerly Ernst Elias Lehmann).

Mr. Frye had stated he started business in partnership with Mr. Leyton (his son-in-law) as furniture manufacturers at Temple Inn, High Wycombe. Company was formed to take over the business but there was no vending agreement. It started to manufacture coffee tables, machining of timber being done by sub-contractors and assembly by the company. He had alleged that sub-contractors' work was unsatisfactory and tables were returned as faulty. Company then decided to buy its own machinery and obtained a loan from Mrs. Frye of £700. Further premises were obtained at Oxford Road, High Wycombe.

Mr. Leyton contended that although the turnover increased tables were still being returned mainly owing to faulty timber due to his own inexperience in buying.

Early in 1952 company had difficulties in obtaining credit and by July could buy on a cash basis only. A further loan of £750 was obtained from Mrs. Frye and on August 18, 1952, a debenture was issued to her constituting a floating charge on the whole of the company's assets. Later, as the lease of the Oxford Road premises was shortly due to expire, a lease was obtained of a factory at Chapel Lane, Sands, High Wycombe, at a rental of £970, exclusive of rates. The costs of the removal were approximately £2,000, and there was also a loss of output.

In January, 1953, the directors decided to form another company, F. & L. Reproductions (Sales) Ltd., to take all output of F. & L. Reproduction Co. Ltd. and sales invoiced to the other concern entirely eliminated gross profit of manufacturing company. Creditors were pressing for payment, and on April 8, 1953, the debenture holder appointed a Receiver under powers contained in the debenture.

Trading accounts showed for year to March 31, 1950, turnover was £14,600, net profit of £424; in following year turnover was £35,700, net profit of £401; for year to March 31, 1952, on turnover of £38,900 there was net loss of £385. Figures from April, 1952, to April 7, 1953 showed turnover £30,700 and net loss £3,127.

According to statement of affairs liabilities to unsecured creditors were £5,558, and net assets £240, deficiency £5,318.

Failure of company was attributed to loss which had arisen from the removal towards the end of 1952; increased purchase tax under the "D" Scheme; loss due to Mr. Leyton's inexperience in buying timber; increased working costs; lack of capital.

Mr. C. L. Walker, C.A., 2/3 Duke Street, St. James's, London, S.W., was appointed liquidator, with a committee of inspection.

D. Kiverstein Ltd., registered office, 15 Great Marlborough Street, W.1., bed and furniture manufacturers.

A deficiency of £1,500 in two months' trading which might call for considerable investigation by the liquidator was mentioned at first meeting of creditors.

Mr. G. M. Haddon, Official Receiver, reported winding-up order was made on July 13 last.

Company was incorporated on February 6, 1953, with nominal capital £100. Mr. Michael Kendal (formerly Michael Kiverstein) was in sole control of company and became its only director. Mr. Kendal and Mr. H. J. Goodman (a director of H. & E. Goodman Ltd. against which a winding-up order was also made on July 13) formerly carried on a partnership business. Differences arose between them and D. Kiverstein Ltd. was formed from March 16, 1953, H. & E. Goodman Ltd. allowed company use of stock and equipment at premises in Busby Street, London.

Company's ability to trade was entirely on credit allowed by suppliers. There was no margin for loss of production, and Mr. Kendal realised after two or three weeks that bedsteads were not being produced at a profit. He then decided to concentrate on manufacture of bedroom suites, obtaining sufficient plywood for making 72 suites, but there were delays due to lack of equipment. Wages and overheads were running on and cash and credit were soon exhausted. The employees were paid off on May 16, and company virtually ceased trading.

Liabilities were £1,307. Assets, apart from stock valued at £150, were £7 for motor vehicle insurance, and £9 trade debtors.

Mr. Kendal had offered to pay £10 a week out of current earnings until costs and debts had been paid in full.

Mr. Kendal also said he and his wife were willing to sell a house with vacant possession and use proceeds, after discharging outstanding charges, to pay creditors' claims.

The Official Receiver was appointed liquidator.

H. & E. Goodman Ltd., 31 Church Street, Edgware Road, N.W.8, furniture dealers, etc.

At first meeting of creditors Mr. F. M. Collins, Official Receiver, reported company was registered on August 18, 1950, with nominal capital £1,000, all issued.

The Official Receiver said it appeared that Mr. H. J. Goodman, director, had worked or been associated with two other companies in the furniture trade against which winding-up orders had been made. One of these companies had apparently used the name of H. & E. Goodman Ltd. to obtain goods on credit.

Some time ago arrangements were made for the creditors to be paid by instalments. A trustee was appointed to administer arrangement but he had resigned because he alleged agreement was not being adhered to.

The matter was left in the hands of the Official Receiver as liquidator.

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SCOTLAND AND NORTHERN IRELAND

Glasgow Permanent Showrooms

Edinburgh	7th—11th Aug.	Elgin	29th Sept.—1st Oct.
Dundee	14th—18th Sept.	Ayr	28th Sept.—2nd Oct.
Belfast	14th—18th Sept.	Inverness	6th—8th Oct.
Aberdeen	21st—25th Sept.		

NORTH-EAST

Hull	31st Aug.—4th Sept.	Darlington	22nd—24th Sept.
Huddersfield	7th—11th Sept.	Doncaster	21st—25th Sept.
Middlesbrough	7th—10th Sept.	York	28th Sept.—1st Oct.
Lincoln	7th—11th Sept.	Grimsby	29th Sept.—1st Oct.
Leeds	14th—18th Sept.	Newcastle	28th Sept.—2nd Oct.
Sheffield	14th—18th Sept.	Bradford	5th—8th Oct.

NORTH-WEST AND WALES

Manchester Permanent Showrooms

Carlisle	31st Aug.—4th Sept.	Barrow	22nd—24th Sept.
Swansea	31st Aug.—4th Sept.	Newport	21st—25th Sept.
Carmarthen	8th—10th Sept.	Preston	28th Sept.—2nd Oct.
Chester	14th—17th Sept.	Liverpool	5th—9th Oct.
Cardiff	14th—18th Sept.		

SOUTH-MIDLANDS AND EASTERN COUNTIES

Birmingham Permanent Showrooms

Leicester Permanent Showrooms

Burslem	31st Aug.—4th Sept.	Cambridge	22nd—24th Sept.
Peterborough	1st—3rd Sept.	Northampton	21st—25th Sept.
Shrewsbury	7th—9th Sept.	Derby	28th Sept.—2nd Oct.
Norwich	7th—11th Sept.	Colchester	28th Sept.—2nd Oct.
Luton	8th—10th Sept.	Nottingham	5th—9th Oct.
Ipswich	14th—17th Sept.	Oxford	5th—9th Oct.
Wolverhampton	14th—17th Sept.	Romford	6th—8th Oct.

SOUTH

London Permanent Showrooms

Bristol	31st Aug.—3rd Sept.	Southsea	22nd—25th Sept.
Swindon	31st Aug.—2nd Sept.	Canterbury	21st—25th Sept.
Exeter	7th—11th Sept.	Gloucester	28th Sept.—2nd Oct.
Croydon	7th—11th Sept.	Plymouth	28th Sept.—2nd Oct.
Tunbridge Wells	8th—11th Sept.	Southampton	28th Sept.—1st Oct.
Reading	14th—18th Sept.	Maidstone	28th Sept.—2nd Oct.
Brighton	14th—18th Sept.	Bournemouth	5th—9th Sept.
Gravesend	14th—17th Sept.		

HARRIS LEBUS LIMITED - FINSBURY WORKS - TOTTENHAM - LONDON, N.17

New Furnishing Companies

The undermentioned particulars of new companies are taken from the Daily Register compiled by Jordan & Sons, Ltd., Company Registration Agents, 116 Chancery Lane, W.C.2.

D. Davy & Co. (Mayfair), Ltd.—Registered May 8, 1953. 16 Manchester Square, W.1. To carry on business of manufacturers of and dealers in carpets, rugs, linoleum, etc. Nominal capital: £500 in £1 shares. Directors: D. F. Davy, Mrs. G. M. Davy and Mrs. E. M. Davy, all of 30 Reigate Avenue, Sutton, Surrey.

Boltons (Tooting), Ltd.—Registered May 9, 1953. 53 Queen Anne Street, W.1. To carry on business of buyers, sellers, repairers and restorers of and dealers in furniture, etc. Nominal capital: £3,000 in £1 shares. Permanent directors: I. Libson, 1 Leinster Mansions, Finchley Road, N.W.; J. Jacobs, 87 St. Johns Court, Hampstead, N.W.3.

Colyer & Lidster (Furnishers), Ltd.—Registered May 9, 1953. 30 Hill Top Cres., Doncaster. Nominal capital: £500 in £1 shares. Directors: J. P. Colyer, 64 Alderson Drive, Doncaster; A. E. Lidster, 30 Hill Top Cres., Doncaster.

C. Richardson (Shoeburyness), Ltd.—Registered May 9, 1953. 1231 London Road, Leigh-on-Sea, Essex. To carry on business of furnishers of houses, hotels, schools, hospitals; manufacturers of and dealers in furniture, hardware, ironmongery and household goods, etc. Nominal capital: £700 in £1 shares. Directors: Col. C. V. Richardson (life director and chairman) and Elizabeth H. Richardson, The Chestnuts, Kenneth Road, Thundersley, Essex.

Barbers Equipment Co., Ltd.—Registered May 11, 1953. 4/6 Gothic Buildings, Elm Grove, Southsea, Hants. To carry on business of furniture makers, dealers and factors, etc. Nominal capital: £1,000 in £1 shares. Directors: W. T. Barber and Agnes Barber, 7 High Street, Emsworth, Hants; R. E. W. Morgan and Dorothy M. Legg, Brown Eaves, Bedhampton Hill, Hants.

Aspull Carpet Co., Ltd.—Registered June 23, 1953. Nominal capital: £500 in £1 shares. Directors: A. Isherwood (managing director) and Mrs. A. Isherwood, both of 81 Headroomgate Road, St. Annes-on-Sea.

New Springs Carpet Co., Ltd.—Registered June 23, 1953. To take over business carried on at Cale Lane, New Springs, nr. Wigan, by Arnold Isherwood. Nominal capital: £20,000 in £1 shares (10,000 Cum. Pref.). Directors: A. Isherwood and Mrs. A. Isherwood, 81 Headroomgate Road, St. Annes-on-Sea.

Slumber-Well, Ltd. — Registered June 25, 1953. Adelaide House, London Bridge, E.C.4. To carry on business of manufacturers of and dealers in bedding, mattresses, bedsteads, wire springs, etc. Nominal capital: £1,000 in £1 shares. Directors: E. Saunders and Mrs. A. A. Saunders, 7 Calverts Road, Claygate, Surrey.

W. T. Riley (Upholsterers) Ltd.—Registered June 27, 1953. 159 Stoke Newington High Street, N.16. Nominal capital: £100 in £1 shares. Directors: W. T. Riley and Mrs. M. R. Riley, 5 Balgerie Road, North Chingford.

Bennett & Littley, Ltd.—Registered February 3, 1953. 24 Alfred Street, Aston, Birmingham. To carry on business of woodwork machinists, cabinetmakers, etc. Nominal capital: £100 in £1 shares. Directors: J. W. Bennett, 184 Vicarage Road, Aston, Birmingham; A. E. Littley, 47 Lime Tree Road, Alum Rock, Birmingham, 8.

Ele Fabrics, Ltd. — Registered February 4, 1953. Canal Street, Long Eaton, Derbyshire. To carry on business of manufacturers of and dealers in furnishing and covering fabrics, etc. Nominal capital: £200 in £1 shares. Directors not named.

F. W. Fletcher, Ltd.—Registered February 4, 1953. 11 St. Mary's Gate, Nottingham. To take over business of lace and net merchants carried on by the executors of the late Fredk, W. C. Fletcher at Nottingham. Nominal capital: £7,500 in £1 shares. Directors: R. C. Fletcher, Caermellin Croft, The Lizard, Cornwall; T. Ashton, Park House, Friar Lane, Nottingham; R. T. C. Ashton and Mrs. P. O. Jones.

John Peel Associated Companies, Ltd.—Registered February 4, 1953. Somerset House, Temple Street, Birmingham, 2. To carry on business of business and financial managers and advisers. Power is taken to carry on business of house and general furnishers, etc. Nominal capital: £100 in £1 shares. Directors: H. F. Field, The Chimney House, Bearley, nr. Stratford-on-Avon; G. E. Gompertz, 16 Pitmaston Court, Goodby Road, Moseley, Birmingham, 13.

Marlbene, Ltd.—Registered February 5, 1953. To carry on business of manufacturers and dealers in furniture, linoleums, etc. Nominal capital: £100 in £1 shares. Directors: B. Rocker, 9 Golders Manor Drive, N.W.11; L. Citron, 1 Bentview House, North Circular Road, N.W.11.

D. Kiverstein, Ltd.—Registered February 6, 1953. 15 Gt. Marlborough Street, W.1. To carry on business of manufacturers, factors, and retail distributors of beds, bedroom and dining-room suites, etc. Nominal capital: £100 in £1 shares. Directors to be appointed by subscribers.

Plysu Housewares, Ltd.—Registered February 6, 1953. To carry on business of manufacturers of and dealers in domestic appliances, household goods and furniture, etc. Nominal capital: £10,000 in £1 shares.

Gunton & Son, Ltd.—Registered February 7, 1953. 248-50 High Street, Bromley, Kent. To carry on business of retailers, manufacturers, importers and repairers of cabinets, chests, furniture, etc. Nominal capital: £10,000 in £1 shares. Directors: S. Gunton (permanent) and Winifred A. Gunton, 73 Coniston Road, Bromley; D. A. Gunton, 56 Ardgowan Road, S.E.6.

Oates & Musson, Ltd.—Registered February 9, 1953. 74 Newman Street, W.1. To carry on business of purchasing, hiring and otherwise acquiring all kinds of furniture, musical instruments and accessories, carpets, linoleums and other furnishings, etc., and to sell the same on the hire purchase system or otherwise. Nominal capital: £1,000 in £1 shares. Directors: H. Graham, Burntstones, Moorbank Road, Sandygate, Sheffield; R. Graham, 74 Portland Place, W.1.

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2. Interlaced Pads of Fibre and Hair.
3. Dual Padding of Curled Hair and Felt.
4. Dual Padding of Fibre and Felt.
5. Teased Curled Hair (bulk).
6. Teased Fibre (bulk).
7. Processed Kapok.
8. Feathers and Down.

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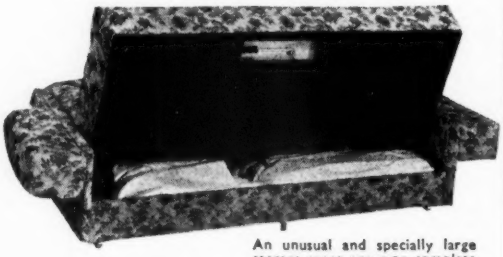

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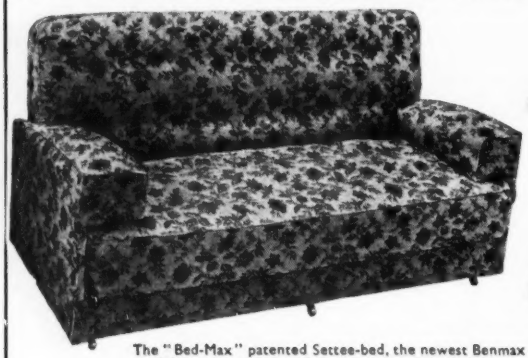

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22 MARE STREET, LONDON, E.8 *Telephone: AMHerst 6622-3*

New Hotels, Inns, Need Furnishings

NEWTON AYCLIFFE (Durham). Erection of an hotel for Vaux & Associated Breweries, Ltd., The Brewery, Sunderland. Architects: T. A. Page, Son & Hill, 75 King Street, South Shields.

LANARKSHIRE. Hotel reconstruction works and extensions are proposed at Ferryhill, Burnside, to plans by William J. Twaddle, Blythorn, Thornhill Avenue, Blantyre.

EASTBOURNE. Plans submitted: Rebuilding east wing demolished by enemy action of Cavendish Hotel, 37-40 Grand Parade.

ACCRINGTON. Alterations to Castle Hotel for John Charles Hadcroft have been approved by the Licensing Magistrates.

CHESTERFIELD. The T.C. Housing Committee will lease a site at Keswick Drive to the Brampton Brewery Co., Chesterfield, for new licensed premises.

GRIMSBY. Corporation will grant a lease of land at Nunsthorpe to Hewitt Bros., Ltd., brewers, Grimsby, for erection of a public house.

HENDON. B.C. reports that arrangements are proceeding for the sale of a site in Glengall Road by the Middlesex County Council to Whitbread & Co., Ltd., for the purpose of the erection of a permanent public house.

LINCOLN. Mowbray & Co., Grantham, are seeking to reserve site for licensed premises at Hartsholme estate and at Riseholm estate.

LONDON, W. Mr. G. Nicholls, 66a Wigmore Street, London, W.1, is the architect for extensions at Curzon Street, W.1, for Washington Hotel, Ltd.

READING. B.C. has been informed that Thomas Wethered & Sons, Ltd., brewers, of Marlow, have been granted licence for first part of licensed premises in Southcote Lane, including living accommodation.

SOUTH SHIELDS. W. B. Reid & Co., Ltd., brewers, Newcastle-on-Tyne, are seeking a building licence for proposed public house in Mortimer Road. The architects are J. H. Morton & Son, Martins Bank Chambers, Fowler Street, South Shields.

STOCKTON - ON - TEES. R. Cowan, Finkle Street, Stockton, is the architect for the proposed "Rimswell Hotel," Bishopton Road, for J. W. Cameron & Co., Ltd., Lion Brewery, West Hartlepool.

ST. HELENS (Lancs). The adaptation as a community centre of Park Farm House on the East Lancashire Road estate, at an estimated cost of £3,500, has been approved by the T.C.

Hospital Extensions

IPSWICH (SUFFOLK). Approval of the East Anglian Regional Hospital Board has been awarded for proposed alterations to the children's ward at Borough General Hospital, to cost about £15,000.

MANCHESTER. Regional Hospital Board has provisionally accepted a £22,345 tender for alterations and improvements at Fairfield General Hospital, Bury.

£90,000 HOTEL

MANSFIELD. A £90,000 licence for the reconstruction of the "Swan Hotel" has been received by the Mansfield Brewery Co., Ltd.

BARNSLEY. Provisional approval of the Sheffield Regional Hospital Board has been awarded for restoration works at Mount Vernon Hospital.

BEBINGTON (Ches). Liverpool Regional Hospital Board will have detailed plans and quantities prepared for developments at Clatterbridge General Hospital.

CARDIFF. Planning Committee has approved preliminary proposals by the Welsh Regional Hospital Board for use of site at Pomeroy Street and Ferry Road for the erection of a hostel for hospital purposes.

CARLISLE. Erection of a nurses' recreation hall at Cumberland Infirmary, to cost £21,000, is planned by Newcastle-on-Tyne Regional Hospital Board.

DAGENHAM. Planning applications: Clinic wing at York House, Frizlands Lane, for Essex C.C., Chelmsford.

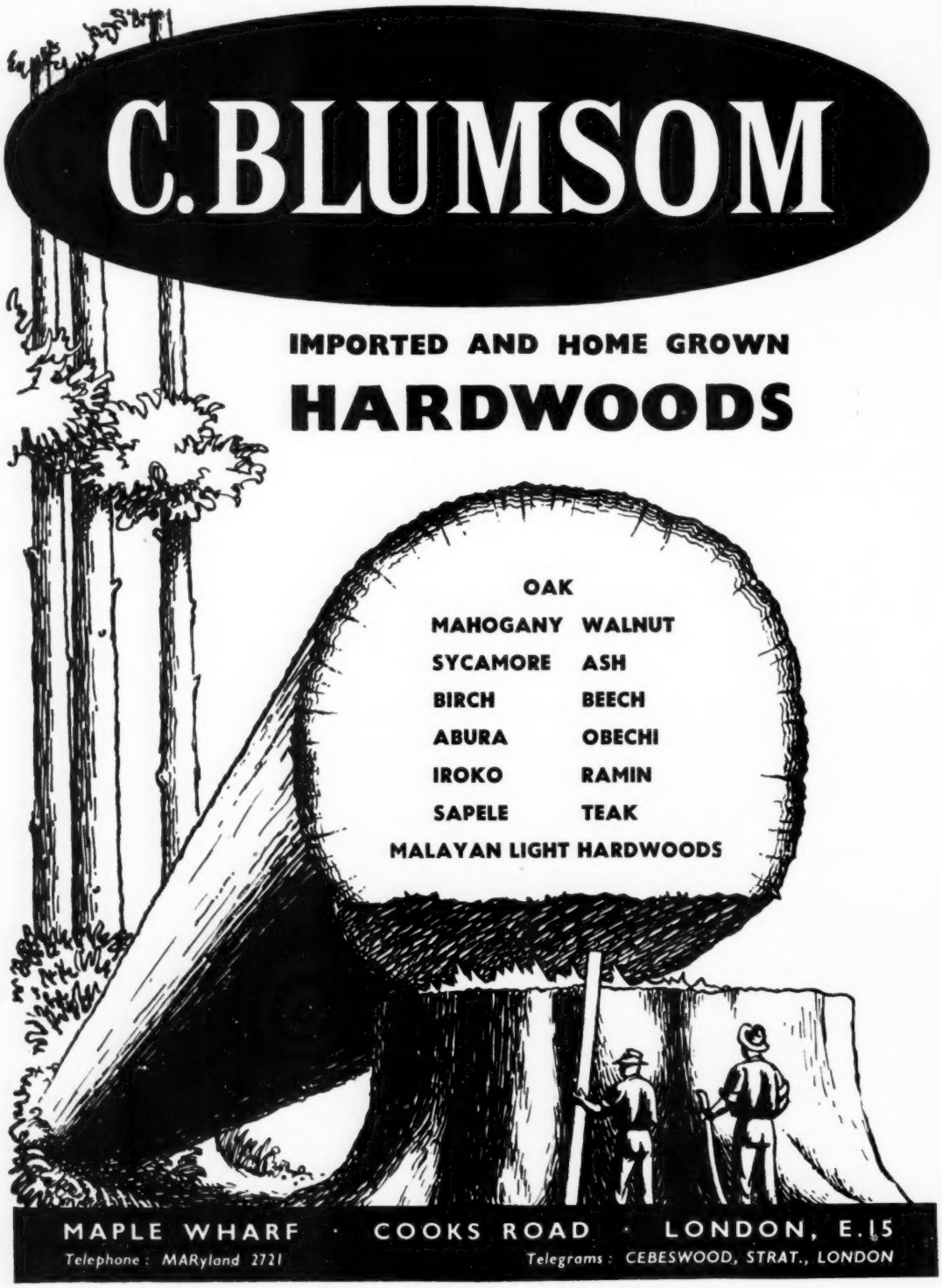
New Courts, Police H.Q.

LIVERPOOL. Corporation has approved appointment of a quantity surveyor to prepare bill of quantities for reinstatement of the Vice-Chancellor's Court and Sheriff's Court at St. George's Hall.

GRIMBSY. Watch Committee has been informed by Ministry of Works that work may commence on the erection of the new police headquarters in October.

BARROW-IN-FURNESS. Watch Committee recommends that a site be allocated for the erection of new central police station and magistrates' court.

AIRDRIE (LANARKS). Plans will be prepared by the T.C. for new police headquarters.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New Upholstery Technique Using Pre-Fab Units

Final Assembly Takes 5 mins Only

A NEW idea in prefabrication of chair and settee parts, complete to the finished upholstery work, is revolutionising workshop practice in a Glasgow furniture factory. The process is now getting into production with a swing after a year's cautious advance and the results are giving satisfaction to the management and employees alike in greater productivity and good wages earned under a payment by results plan.

The factory is owned by Coorsh Bros. & Co., Ltd., manufacturers of Kumfynite bed-settees, mattresses, suites, and upholstered chairs.

Parts Upholstered Separately

The new system differs materially from the orthodox upholstery practice. A chair or settee is made up in a number of distinct and separate parts. Each part is upholstered separately as an individual unit and then fitted together in such a way that the finished product is quite indistinguishable from the usual method and in fact in many respects superior.

The final operation of building the chair is simplicity itself. Even without screws, the parts when slipped into position are rigid and will stand the strain of ordinary usage. The final assembly task, that of putting in the screws to tie the pieces together, takes just five minutes. The outside panel is then tacked on and the job is finished.

This is how two upholsterers complete a chair seat and a chair back under normal conditions. Starting with the framework, they pack in the filling, tack down the leathercloth, fit it neatly, trim it and pass it over for assembly without once moving from the one spot. The seat portion is completed in twelve minutes, the more intricate back in fifteen minutes. The fit is so neat and perfect that each part slips into place like a hand slipping into a made-to-measure glove.

The importance placed on exact measurements of the basic parts is such that parts do not vary by even a fraction of an inch.

The company realised that it was necessary in these days to get greater productivity. That could not be done by cutting earnings, but rather by enabling the men to earn higher wages.

Eight Months' Trial Period

The trial period of some eight months has convinced the firm that prefabricated upholstery is the answer. Careful costing has shown that at least two chairs or two suites can be completed in the time taken to complete one by orthodox methods.

With upholstery labour charges under the usual method of manufacture amounting to about three-fifths of the total before, the saving that can be effected is considerable.

The new method is a form of mass-production. One person upholsters the back, one the seat, and so on. Hessian, cloth, cardboard, and facings are cut to exact size and the upholsterer no longer requires to study each job individually as is the case when one does the entire chair or settee by himself. Exact cutting means the elimination of waste and a quick run round with shears by the upholsterer when he is finished is the only trimming.

(*continued over page*)

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Pre-fab Process in Upholstery

(from previous page)

Much of the thinking has been taken out of the workshop. It has been done in the planning room and the result is that the upholsterers can concentrate on production which has been canalised to cut out all vexatious stoppages and delays inseparable from the practice of one man undertaking the whole job from start to finish.

The firm early saw the advantage of designing a special work table or bench for the individual sectional jobs. For example, wooden blocks, called jigs (engineering parlance) are fixed to a flat table or work bench in what at first glance looks like a crazy, meaningless pattern. Actually, when the framework of the appropriate part is put on the table it is held firmly by the jigs so that the upholsterer can work freely with both hands without having to worry about the part moving.

Special Work Table

The table is so constructed that the workman is always operating at a comfortable level and to put on the facings the piece is slipped into a couple of lugs at the bottom of the far away edge of the sloping side of the table. This has the effect of tilting and holding the part at a suitable angle. The jig table eliminates practically all bending.

Five persons have a hand in the upholstering of the different parts of a suite.

Trade Union Co-operation

In the development of the new system the firm have been in close contact with the Trade Union and production is taking place in accordance with the national agreement to the satisfaction of all concerned.

At the moment only a section of the upholstery floor is operating under prefabrication. It is the company's intention to extend the system to the entire upholstery shop and the installation of a conveyor belt system, with parts passing on in a steady flow to the assembly point, is a suggestion that is being considered.

The Kumfynite Works of Coorsh Bros. employ almost 400 people. In suites alone they turn out over 200 a week.

The last stage of assembly of an armchair. The back and seat slips into place like a well-fitted drawer. Dimensioning of prefabricated parts has to be extremely accurate.

Expert Plans Central Bureau For Furniture Ornaments

AN interesting new scheme is on foot to simplify the choosing of ornamental accessories for furniture. It is sponsored by an expert in carved woodwork with many years' executive experience in the furniture industry. Called the "Mainstream" Plan it aims to enlist the co-operation of all manufacturers of decorations in creating a central source of information for purchasers.

This organisation, the sponsor claims, will rationalise marketing, eliminate much delay and promote the interests of both parties—makers and purchasers. Services will include a library of classified designs and special publicity and exhibition facilities.

It is stressed that the scheme would serve a purely informative function and will in no way trespass upon the province of regular stockists.

Full details may be obtained from Mainstream Plan, c/o "Furnishing World," 180 Fleet St., E.C.4.

The sponsor invites suggestions and criticisms—these will be treated as absolutely confidential.

The Chief Proposals

These are the basic proposals for the scheme:—

(1) The setting up of an Information Bureau. This will make available for reference a comprehensive range of samples, illustrations, descriptive matter, prices, and so on.

(2) Travelling showcases containing specimens to remain for a fortnight at a time at leading furniture factories.

(3) Two exhibitions a year in London.

(4) A permanent London showroom with a library of design books for the use of manufacturers and designers.

(5) A Direct Mail Service for subscribers.

(6) A combined house journal and bulletin containing new features of interest to manufacturers.

How Scheme Will Help

The advantages claimed for the scheme include: (1) Furniture manufacturers will be able to select with the minimum delay exactly the right decoration for a particular line; (2) Business will be brought to dealers and time will be saved because customers will know exactly what they want; (3) The "get-together" scheme will mean that selling is a far less expensive business for the makers.

"The service," says the sponsor, "will be quite disinterested in a commercial sense and enquiries will be handled by experts in the whole field of design and ornamental accessories. The claims of one subscriber will never be put before those of another—the only criteria will be design, quality and reliability."

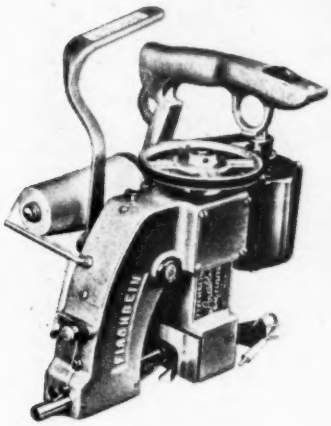
Better Planing—Lower Finishing Costs

FLAWS in the surface texture of wood can be detected only too easily under the high gloss finishes popular to-day.

Manufacturers usually tackle this problem by allotting a very large part of their floor space to sanding equipment. More attention might, however, be paid generally to the efficient functioning of planers and other cutting machines.

If surfacing machinery is up to date, and a high standard of setting-up, grinding, maintenance and operation is enforced, the work of the sanding department will be greatly curtailed.

This is very much to the good since cutting invariably proves cheaper than sanding (and must, of course, be done anyway). Moreover, a surface which is initially planed really smooth will give the best results when lacquering is completed.



This portable bag-closer weighs 10½ lb. Its use, besides saving time and labour, ensures that bags stay closed and are neatly finished.

Stitch Awkward Bales on Spot

Bag Closers are Big Labour, Time-savers

A NEW machine which is proving a very practical proposition for packing bedding materials and so on is the Fischbein portable bag closer. This is a miniature hand-sewing machine which weighs 10½ lb. only. It operates from any 110 volt A.C. or D.C. mains.

Carrying a full cone of thread, it can be used for closing any textile bag, asphalt-treated or specially-processed bags and most types of paper bags.

The operator holds the bag-closer in one hand and the top of the bag in the other and has only to guide the machine. Stitches are set four to the inch as a rule, but the full range is from 4 to 5½ stitches per inch.

By the same firm—The Thames Sack & Bag Co., Ltd.—is the Fischbein portable sewing machine. Operating on the same principle, it is designed for closing bales and large containers. This machine will handle any textile material, the makers state, such as cotton or burlap and also paper. The stitches are spaced four to the inch.

Portability is, of course, the great advantage of these machines. It is obviously extremely convenient to be able to bring the machine to the bag or bale when the latter is heavy and awkward.

If Trade REALLY Wants to Ensure Continuity of Workers, it MUST . . .

Co-operate in These Day-Release Schemes

A SURVEY recently made by the London and Home Counties Regional Advisory Council for Higher Technological Information shows that at the beginning of the 1952-53 educational session there was a total of 1,134 students attending classes in furniture subjects in the Council's area.

These students were preparing for examinations of the City and Guilds of London Institute at technical colleges in the region. Of these, 541 were released for study during the day in accordance with the provisions of the National Labour Agreement; the remaining 593 attended in the evenings only.

Although some increase in these figures was known to have occurred during the year it was clear that the total number released for day classes fell far short of the number of young workers in the industry in the London and Home Counties region (which for the purpose of the committee's work includes High Wycombe).

If the furniture industry wishes to recruit and train young people of good calibre it should be prepared to give its wholehearted support to the principle of "day release" and make it abundantly clear that a boy with intelligence and aptitude and a capacity for hard work will be given opportunities for advancement.

The schools and colleges listed below are all in the area of the High Wycombe Furniture Manufacturers' Society or the London and South-Eastern Furniture Manufacturers' Association, and all (unless otherwise shown) offer classes in cabinetmaking.

Some, notably at High Wycombe and Shoreditch, have classes in chairmaking, upholstery, hand and spray polishing, and so on.

A few prepare students for the National Diploma in Design in Furniture, and for examinations in foremanship.

Full details of all the classes and courses available may be obtained from the principals.

Bucks

High Wycombe College of Further Education, Easton Street, High Wycombe. (Tel.: High Wycombe 289). Principal: W. J. Davies, J.P., B.Sc.(Lond.). Autumn term begins: Full-time courses, September 15. Part-time day courses, September 21. Evening courses, September 28. Enrolment dates: September 15 to 18.

Essex

South-East Essex Technical College and School of Art, Longbridge Road, Dagenham. (Tel.: Seven Kings 3766). Principal: F. Heathcoat, M.Sc., Ph.D., F.R.I.C., F.I.M. Autumn term begins September 21. Enrolment dates: September 14 to 18.

South-West Essex Technical College and School of Art, Forest Row, Walthamstow, E.17. (Tel.: Larkswood 2272). Principal: H. Lowery, M.Ed., Ph.D., D.S. Autumn term begins: Full-time courses, September 16. Evening courses, September 28. Enrolment dates: Full-time course, September 16. Evening courses, September 23.

Municipal College, Southend-on-Sea. (Tel.: Southend 49606). Principal: T. L. Morgan, M.Sc., A.M.I.C.E., A.M.I.Struct.E. Autumn term begins: Part-time day courses, September 14. Evening courses, September 28. Enrolment dates: Part-time day courses, September 14. Evening courses, September 14 to 18.

Kent

Beckenham School of Art, 20 Beckenham Road, Beckenham. (Tel.: Beckenham 0406). Principal: John Cole. Autumn term begins: Full-time courses, September 14. Evening courses, September 28. Enrolment dates: Evening courses, September 21 and 22.

Canterbury College of Art, St. Peter's Street, Canterbury. (Tel.: Canterbury 2708). Principal: A. Moody, A.R.C.A. Autumn term begins: Full-time and part-time day courses, September 17. Evening courses, September 25. Enrolment dates: September 14 and 15.

Maidstone College of Art, Faith Street, Maidstone. (Tel.: Maidstone 2165). Principal: R. A. Richardson, A.R.C.A. Autumn term begins: Day courses, September 10. Evening courses, September 24. Enrolment dates: Evening courses, September 17.

Medway College of Art, Eastgate,

(continued over page)

HARDWOOD MARKET

By Quercus

End of Softwood Licences Soon?

CONSUMER licensing of softwood is the main subject of discussion in the hardwood trade. A strong rumour has persisted for some time that the end of consumer licensing may be in sight. It is certainly true that the whole question is receiving the urgent attention of the Ministries concerned. An important point is that if this consumer licensing is removed the market for light hardwoods (which for years now have served as substitutes for softwood) will be materially affected. The present uncertainty is reflected in the forward market for light hardwoods. Buyers in this country are adopting a very cautious attitude and West African shippers already report that importers are only interested in woods such as obeche and wawa if they can be purchased very cheaply for immediate shipment to the United Kingdom.

* * *

Great uncertainty characterises the whole forward position in the hardwood market. The big producing areas for light hardwoods are in the Commonwealth countries — West Africa and the Far East in particular —and until the future of softwood supplies is settled, importers proceed almost on a day-to-day basis. Business in non-sterling hardwoods continues to be hampered by the apparent lack of policy in the issue of import licences. This matter is still the subject of negotiation between the trade and the Ministries concerned and, as reported last week, the subject is to be examined by a meeting, representative of the whole of the hardwood trade, to be held in September.

* * *

There is little fresh to report in the plywood market except that, as far as the National stock is concerned, the trade has been encouraged recently by reports that some Government departments have placed substantial orders for material from this stock. If this is so, it should go a long way towards clearing this material and thus, towards solving the problem of importers having to purchase National stock before they can be granted import licences. The sooner the National stock is cleared the sooner will the trade be free of this incubus.

Training Those Coming Workers In the Furniture Industry

(*from previous page*)

Rochester. (Tel.: Chatham 2567-45466). Principal: C. Stanley Hayes, A.R.C.A. Autumn term begins: Full-time courses, September 7. Evening courses, September 21. Enrolment dates: Full-time courses, before September 7. Evening courses, September 14.

London

Brixton School of Building, Ferndale Road, S.W.4. (Tel.: Brixton 2068). Principal: D. A. G. Reid, B.Sc.(Eng.), M.I.C.E., A.M.I.Struct.E. Autumn term begins: Full-time courses, September 14. Evening courses, September 28. Enrolment dates: September 21 to 25. (Classes for wood-cutting machinists only.)

Camberwell School of Art, Peckham Road, S.E.5. (Tel.: Rodney 4937). Principal: L. J. Daniels, A.R.C.A. Autumn term begins September 28. Enrolment dates: September 21 to 25.

Central School of Arts and Crafts, Southampton Row, W.C.1. (Tel.: Holborn 9184). Principal: William Johnstone. Autumn term begins September 28. Enrolment dates: September 21, 22 and 23.

Hammersmith School of Building and Arts and Crafts, Lime Grove, Shepherd's Bush, W.12. (Tel.: Shepherd's Bush 3321). Principal: E. M. Rice, F.R.I.B.A., Dip.Arch. Autumn term begins September 28. Enrolment dates: September 21 to 25.

Northern Polytechnic, Holloway Road, N.7. (Tel.: North 1686). Principal: T. J. Drakeley, C.B.E., D.Sc., F.R.I.C., F.I.R.I. Autumn term begins September 28. Enrolment dates: September 21 and 22. (Classes for wood-cutting machinists only.)

Shoreditch Technical College for the Furniture Trades, Pitfied Street, N.1. (Tel.: Clerkenwell 1898). Principal: W. J. Kane, A.R.C.A., F.S.A.E., N.R.D., L.S.I.A. Autumn term begins: Full-time courses, September 14. Evening courses, September 28. Enrolment dates: Full-time courses, September 14. Evening courses, September 21 to 23.

Middlesex

Acton Technical College, High Street, Acton, W.3. (Tel.: Acorn 3248). Principal: R. W. MacAdam, B.Sc.(Eng.), M.I.Mech.E. Autumn term begins September 21. Enrolment dates: Former students, September 14 and 15. New students, September 16 and 17. (Classes for wood-cutting machinists only.)

Ealing Technical College and School of Art, Warwick Road, W.5. (Tel.: Ealing 0162-3). Principal: C. F. Trangmar, A.R.C.A.(Lond.), A.R.P.S. Autumn term begins September 21. Enrolment dates: September 14 to 17.

Enfield Technical College, Queensway, Ponders End, Enfield. (Tel.: Howard 1126). Principal: R. McCrae, B.Sc.(Eng.), M.I.Mech.E. Autumn term begins September 21. Enrolment dates: September 10, 11, and 14 to 16.

Southall Technical College, Beaconsfield Road, Southall. (Tel.: Southall 3448). Principal: W. C. F. Campaign, B.Sc.(Eng.), M.I.Mech.E. Autumn term begins September 21. Enrolment dates: September 12, and 14 to 16.

Tottenham Technical College, High Road, N.15. (Tel.: Stamford Hill 4949). Principal. G. F. Rose, M.A., M.Sc. Autumn term begins September 21. Enrolment dates: September 10, 11, and 14 to 16.

Surrey

Kingston-upon-Thames School of Art, Knights Park, Kingston-upon-Thames. (Tel.: Kingston 2295). Principal: Reginald Brill. Autumn term begins: Full-time courses, September 14. Enrolment date: September 14. (Courses leading to the National Diploma in Design in Furniture.)

Safety Device Protects Workers' Eyes In American Factory

AN ingenious safety device is reported to be in operation in an American plant. Its aim is to ensure that workers put on protective glasses when operating a grinding machine.

The goggles, when not in use, hang from a small movable hook on the machine. The weight of the goggles is sufficient to depress the hook slightly. The movement of the hook controls a small switch, which in turn controls the motor of the grinder.

Only when the goggles are removed from the hook can the switch move into the "on" position and the grinder be used.

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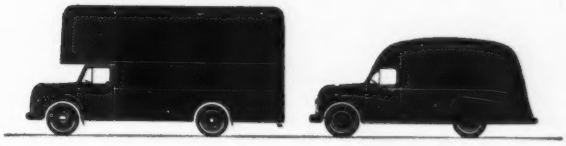

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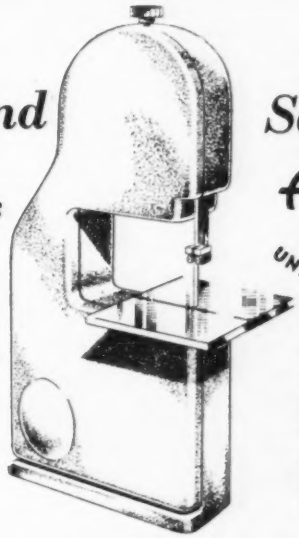

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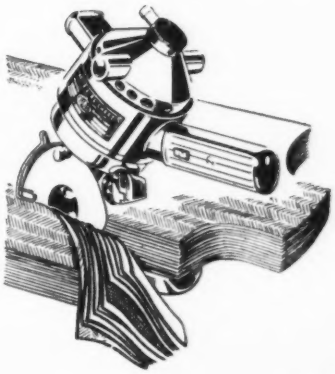

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REPRESENTATIVES WANTED

REPRESENTATIVES wanted, on commission basis to sell exclusive designs in good-quality china cabinets at competitive prices: (1) Cumberland, Westmorland, Northumberland and Durham; (2) South England; (3) East Anglia; (4) London; (5) Home Counties; (6) Wales; (7) Cheshire.—Write, in confidence, to Box No. 8838 Furnishing World 180 Fleet St. E.C.4.

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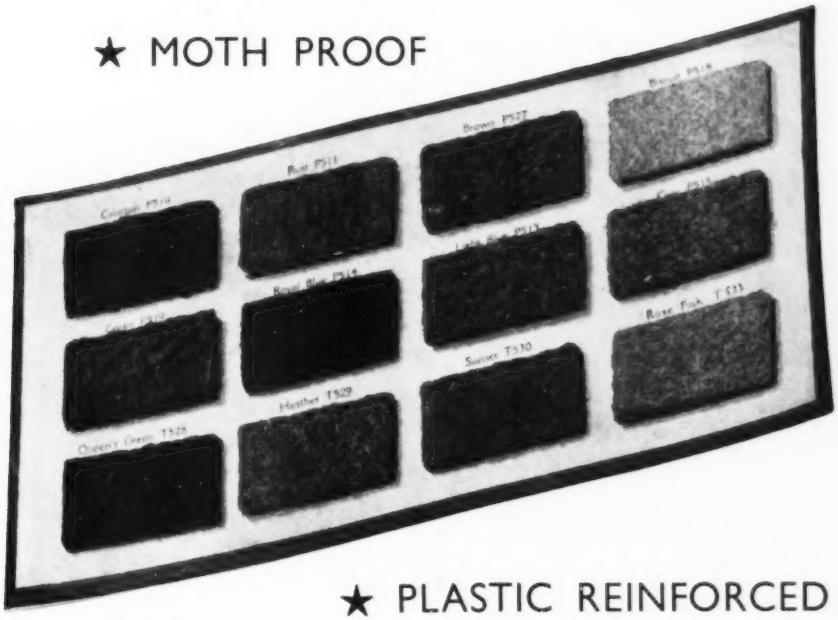

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